

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY- 2024
SEMESTER - III
Sub.: Consumer Behaviour (BBA22-314)

Date : 29/05/2024
Total Marks : 60
Time: 2.00 pm to 4.30pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

(05)

Q. 1. Choose the most appropriate option.

1. Which of the following best describes the importance of studying consumer behavior?

a) It helps businesses understand market trends and predict future demand.	b) It provides insights into consumers' psychological and emotional triggers.
c) It enables businesses to tailor marketing strategies to specific consumer segments.	d) All of the above.

2. Which of the following best describes problem recognition in the consumer decision-making process?

a) It involves the evaluation of alternative options before making a purchase.	b) It occurs when a consumer perceives a difference between their current state and desired state.
c) It refers to the final step in the decision-making process, where the consumer makes the actual purchase.	d) It is influenced solely by external factors such as advertising and peer influence.

3. Which of the following is NOT a psychological influence on consumer behavior?

a) Perception and attention	b) Learning and memory
c) Economic factors	d) Motivation and needs

4. Which of the following best defines reference groups in social influences on consumer behavior?

a) Reference groups consist of individuals who have no influence on a person's purchasing decisions	b) Reference groups are social groups to which individuals compare themselves and adopt their attitudes, values, and behaviors
c) Reference groups are solely comprised of family members and close friends.	d) Reference groups have a limited impact on consumer behavior compared to other social factors.

5. Which of the following best defines sustainable and socially responsible consumer behavior?

a) It refers to purchasing products based solely on personal preferences without considering their environmental or social impact.	b) It involves making purchasing decisions that take into account the long-term well-being of the planet and society.
c) It focuses solely on buying the cheapest products available, regardless of their ethical or sustainable credentials.	d) It disregards the ethical practices of companies and their impact on communities.

Q. 2. State True / False

(05)

1. The scope of consumer behavior encompasses only the study of individual consumers and their purchasing decisions.

a) True	b) False
---------	----------

2. Motivation in consumer behavior refers to the internal state that energizes behavior and directs it towards satisfying needs.
 - a) True
 - b) False
3. Evaluation of alternatives in the consumer decision-making process occurs after problem recognition and involves comparing and assessing different options before making a purchase decision.
 - a) True
 - b) False
4. Cross-cultural consumer behavior focuses on understanding how cultural differences influence consumer behavior within a single cultural group.
 - a) True
 - b) False
5. Ethical issues in marketing primarily concern maximizing profits without considering the impact on consumers or society.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Culture and subculture
2. Ethical issues in marketing
3. Post-purchase behavior and customer satisfaction
4. Importance of studying consumer behavior
5. Learning and memory

Q. 4. Answer in detail (Any Two) (20)

1. Consumer Decision-Making Process.
2. How do social influences, such as reference groups, family, and social class Influence Consumer Behavior
3. What are the key consumer rights and responsibilities, and how do they contribute to maintaining a fair and ethical marketplace?
4. Definition and scope of consumer behavior

Q. 5. Case study (15)

In a bustling city, John, a coffee enthusiast, walks past a newly opened café while on his way to work. The aroma of freshly brewed coffee wafts through the air, capturing his attention and prompting him to peek inside. The café's modern décor and inviting ambiance immediately grab John's attention, drawing him in to explore further. This initial perception and attention towards the café set the stage for his subsequent consumer behavior.

As John enters the café, he notices an array of specialty coffee beans displayed on shelves behind the counter. Intrigued, he engages with the barista, asking questions about different coffee blends and brewing methods. The barista's enthusiastic explanations and engaging demeanor leave a lasting impression on John, who eagerly absorbs this new information. His learning process is stimulated as he gains insights into the world of coffee, enhancing his understanding and appreciation for the beverage.

Later that day, as John sits at his desk, memories of his experience at the café linger in his mind. The distinct flavors and aromas of the coffee he sampled replay in his memory,

evoking a sense of enjoyment and satisfaction. This memory of his positive experience at the café reinforces John's inclination to return and indulge in more coffee adventures. The learning and memory processes intertwined with his initial perception and attention contribute to shaping John's future consumer behavior, influencing his preferences and choices in the coffee market.

Question

1. How did the initial perception and attention towards the café influence John's subsequent consumer behavior and decision-making process?
2. What role did the barista's enthusiastic explanations and engaging demeanor play in stimulating John's learning process and enhancing his understanding and appreciation for coffee?
3. How do the memories of John's positive experience at the café contribute to reinforcing his inclination to return and indulge in more coffee adventures, and how might these memories influence his future consumer behavior and preferences in the coffee market?

Solve the above case using the below mentioned steps

Facts of the case

SWOT analysis

Question and answers

Title of the case
