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**School of Business**  
**Bachelor of Business Administration**  
**Mid Term Examination - May 2024**

**Duration : 90 Minutes**  
**Max Marks : 50**

**Sem IV - D1UA404T - Consumer Behaviour**

General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Model out the consumer decision-making process to bring out the various steps distinctly. K3 (6)
  
- 2) ABC Electronics, a leading consumer electronics company, wanted to enhance its online presence and boost sales through strategic social media utilization. Recognizing the power of platforms like Instagram and Facebook in shaping consumer behavior, they implemented a multifaceted approach. Firstly, ABC Electronics identified their target audience's preferences and behavior patterns on social media. They conducted thorough market research to understand which platforms their consumers frequented the most and what type of content resonated with them. Next, they crafted engaging and visually appealing content tailored to each platform. This included product showcases, behind-the-scenes glimpses, user-generated content, and interactive posts. By consistently delivering valuable content, ABC Electronics aimed to build a strong online community and foster brand loyalty. Moreover, ABC Electronics utilized targeted advertising on social media to reach potential customers effectively. They employed data analytics to identify demographics, interests, and behaviors, allowing them to tailor ads for maximum impact. These ads were strategically placed to appear seamlessly within users' feeds, increasing the likelihood of engagement and conversion. Through continuous monitoring and analysis of social media metrics, ABC Electronics iteratively adjusted their strategies to optimize results. They tracked key performance indicators such as engagement rates, click-through rates, and conversion rates to measure the effectiveness of their campaigns and refine their approach accordingly. Overall, by strategically leveraging social media platforms, ABC Electronics successfully influenced consumer behavior, driving brand awareness, engagement, and ultimately, sales.  
A) Identify specific social media platforms that ABC Electronics targeted to influence consumer behavior, and how did they tailor their content for each platform.  
B) Identify the metrics that ABC Electronics used to measure the effectiveness of their social media campaigns, and how did they utilize this data to refine their strategies. K3 (9)
  
- 3) Examine the ways in which extrinsic and intrinsic motivation affect consumers' decisions to buy sustainable items. K4 (4)

4) Retailer X, a family-owned clothing boutique, has been a fixture in Cityville for over three decades. Known for its personalized service and curated collections, Retailer X has seen a steady decline in foot traffic and sales over the past few years. Concurrently, the rise of online shopping platforms offering convenience and competitive pricing has drawn customers away from physical stores. K4 (8)

A) Examine the impact of online shopping on traditional retail stores by analyzing how the convenience factor influences consumer behavior and choices.

B) Examine the correlation between pricing strategies in online shopping platforms and their effects on the competitive landscape and customer experience in traditional retail stores.

5) Company A is considering two bundling strategies for its smart home devices: a basic bundle comprising essential devices like smart bulbs and plugs, and a premium bundle including additional features such as smart thermostats and security cameras. Market research suggests that consumers perceive the premium bundle as offering greater value due to its comprehensive range of features. K4 (8)

A) Analyse the influence of product bundling strategies on consumer perceptions and purchase decisions, focusing on how different bundling approaches affect consumer behavior.

B) Examine how the creation of value for consumers is impacted by product bundling strategies, considering the relationship between perceived benefits and purchase intentions.

6) Assess the impact of information overload on consumer decision-making, discussing strategies for managing information processing and reducing decision complexity. K5 (5)

7) XYZ Marketing Agency, tasked with developing a comprehensive marketing campaign for a new line of luxury watches, turns to the Big Five personality traits theory to inform their approach. Through consumer surveys and psychometric assessments, the agency seeks to analyze how individual differences in personality traits such as openness, conscientiousness, extraversion, agreeableness, and neuroticism influence consumer preferences and purchasing decisions in the luxury goods market. K5 (10)

A) Evaluate the usefulness of the Big Five personality traits theory in predicting consumer behavior, analyzing its effectiveness in segmenting consumers and informing marketing strategies based on personality profiles.

B) Evaluate the limitations of the Big Five personality traits theory in marketing research, investigating challenges such as reliance on self-reported data and oversimplification of consumer behavior, and proposing strategies to mitigate these limitations for more accurate predictive modeling.