

School of Business

Bachelor of Business Administration
Semester End Examination - Jun 2024

Duration : 180 Minutes
Max Marks : 100

Sem IV - D1UA404T - H1UA404T - 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) Make use of the Big Five personality traits in comprehending their influence on consumer decision-making processes and brand preferences. K3(3)
- 2) Examine how the diversity of the Indian market, encompassing various sub-cultures, languages and consumer behaviors, impacts businesses' strategies and operations. K4(4)
- 3) Identify the impact advertising has on consumer behavior. K3(6)
- 4) Create a model depicting the various theories of personality. K6(6)
- 5) Design a comprehensive positioning strategy for a new entrant in the energy drink market, utilizing perceptual mapping to identify niche segments and create a unique brand identity in a competitive landscape. K6(6)
- 6) A leading consumer electronics company, TechGuru, is gearing up to launch its latest flagship smartphone. To promote the product, the company's marketing team is considering different advertising channels, including print publications and online platforms. They seek to analyze the persuasive strategies employed in print advertisements and online banner ads to maximize audience engagement and message delivery. K4(8)
 - A) Compare the persuasive strategies employed in print advertisements and online banner ads, analyzing differences in visual presentation, message delivery, and audience engagement techniques.
 - B) Compare and contrast the effectiveness of print advertisements versus online banner ads in eliciting consumer responses, considering factors such as reach, engagement metrics, and return on investment.
- 7) ABC Electronics, a leading manufacturer of smartphones, is K3(9)

planning to launch its latest model in the market. The marketing team wants to understand consumer behavior to design effective marketing strategies.

A) Identify the importance of studying consumer behavior for ABC Electronics in the context of launching its latest smartphone model. Provide three key reasons with relevant examples (5 marks).

B) Identify two specific consumer behavior research methods that ABC Electronics could utilize to gain insights into the target market's preferences, needs, and buying habits. Justify your choices (4 marks).

8) XYZ Fashion, a popular clothing brand, is planning to launch a new line of athletic wear targeting fitness enthusiasts. The marketing team wants to understand how personality traits influence consumer behavior in the context of purchasing activewear.

K3(9)

A) Choose three specific personality traits and illustrate how each trait can impact consumers' preferences, purchasing decisions and brand loyalty with relevant examples (5 marks).

B) Choose two consumer behavior research methods that XYZ Fashion could utilize to investigate the relationship between personality traits and purchasing behavior in the activewear market. Justify your choices (4 marks).

9) Consider a scenario where a cosmetics company is launching a new line of skincare products targeting diverse consumer segments. The company recognizes the importance of understanding the nature of personality in shaping consumers' preferences and purchase decisions. The skincare line consists of various products tailored to different skin types and concerns, ranging from hydrating creams to anti-aging serums. The company conducts extensive market research to identify key personality traits and psychographic profiles associated with skincare preferences.

K5(10)

A) Evaluate the nature of personality and its implications for the cosmetics company's marketing strategy (5 marks).

B) Evaluate the role of personality in influencing consumers' preferences for skincare products and brands (5 marks).

10) A boutique fashion brand, "EcoChic," captivates its audience by sharing the journey of its sustainable fashion line. Through a series of social media posts and blog articles, EcoChic unveils the stories behind each garment, from the ethically sourced materials to the skilled artisans who craft them. By highlighting the brand's commitment to environmental responsibility and fair labor practices, EcoChic immerses consumers in a narrative of conscious consumption and style. As consumers discover EcoChic's brand story, they develop a deeper connection with the products, seeing them not just as fashionable attire but as symbols of their own values and beliefs.

K4(12)

A) Discover how brand storytelling influences consumers'

perceptions of the product's personality. (6 marks)

B) Discover the impact of brand storytelling on shaping consumers' impressions of the product's personality. (6 marks)

- 11) Sarah, a marketing strategist at TechZone Electronics, is tasked with building on various targeting strategies for the launch of the company's new gaming laptop. She needs to develop a comprehensive approach to reach different segments of the gaming market effectively. K6(12)

A) Build upon the various targeting strategies for TechZone Electronics' new gaming laptop by devising a tailored approach to engage different segments of the gaming market. (8 marks)

B) Build on specific actions Sarah can take to maximize the effectiveness of each strategy. (7 marks)

- 12) Oliver is planning to buy a new laptop for his university studies. He wants a laptop that can handle complex applications and software for his engineering coursework, including 3D modeling, simulations, and coding. His budget is moderate, but he wants the best possible performance and longevity for his investment. Oliver starts by exploring different laptop models online, taking into account specifications such as processor speed, RAM, storage, graphics capabilities, and battery life. He also considers factors such as brand reputation and customer support. Oliver conducts in-depth research by watching video reviews, reading expert analyses, and comparing technical specifications across several brands. He also takes advantage of customer reviews to learn about other students' experiences with the laptops he is considering. After gathering all this information, Oliver is ready to make a decision that balances his needs and his budget. K5(15)

A) Recommend a strategy for Oliver to narrow down his options based on his research process (8 marks).

B) Recommend ways Oliver can ensure his final choice is the best fit for his university studies (7 marks).