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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – BBA(DM)-Hons-2023/BBA(DM)-Hons-2024
Course Name – Consumer Behaviour
Course Code - BBD30107/BBD30104
(Semester III)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Identify from the following that how has digital marketing most significantly impacted consumer behavior.

a) Consumers now prefer in-person shopping over online shopping
b) Consumers rely more on peer recommendations and online reviews before making purchase decisions
c) Consumers are less likely to engage with brands through social media platforms
d) Consumers are less influenced by personalized marketing messages

(ii) Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process.

a) Information search
b) purchase
c) Evaluation of alternatives
d) Post purchase

(iii) Describe the process of evaluating alternatives in the consumer decision-making process.

a) Recognizing a need and identifying possible solutions
b) Gathering information about products or services
c) Comparing the features and benefits of different options
d) Making a purchase decision and evaluating the outcome

(iv) Clarify the distinction between internal and external search during the information-seeking phase of the consumer decision-making process.

a) Internal search involves gathering information from sources outside of oneself, while external search involves gathering information from one's own memory
b) Internal search involves gathering information from one's own memory, while external search involves gathering information from sources outside of oneself
c) Internal search involves gathering information from family and friends, while
d) Internal search involves gathering information from online sources, while

external search involves gathering information from online sources

external search involves gathering information from family and friends

(v) Describe the five stages in the consumer decision-making process in the correct order.

a) Need recognition, information search, evaluation of alternatives, purchase decision, post-purchase evaluation

b) Information search, need recognition, evaluation of alternatives, purchase decision, post-purchase evaluation

c) Need recognition, purchase decision, information search, evaluation of alternatives, post-purchase evaluation

d) Post-purchase evaluation, evaluation of alternatives, information search, need recognition, purchase decision

(vi) Mobile-first design refers to:

a) Designing websites primarily for mobile devices

b) Creating desktop sites with mobile add-ons

c) Prioritizing mobile app development over web design

d) Ignoring desktop users entirely

(vii) The term 'social proof' in digital marketing refers to:

a) Evidence that a product is organic

b) A guarantee of product authenticity

c) Influence of other people's actions on consumer behavior

d) Official certification of a product's quality

(viii) Customer feedback is most relevant at which stage.

a) Awareness

b) Consideration

c) Purchase

d) Post-purchase

(ix) Indicate the importance of information search in the consumer decision-making process.

a) Information search is not important in the consumer decision-making process

b) Information search is only important after a purchase decision has been made

c) Information search is important for evaluating alternatives before making a purchase decision

d) Information search is only important for recognizing a need or want

(x) Associate the term "shopping orientation" with the consumer decision-making process.

a) The process of recognizing a need or want

b) A consumer's general attitudes and behaviors toward shopping

c) The process of evaluating alternatives before making a purchase decision

d) The process of making a purchase decision after the purchase has been made

(xi) Explain which of the following is an external factor that can influence a consumer's attitude.

a) Personality traits

b) Culture

c) Learning

d) Motivation

(xii) Relative advantage, compatibility, complexity, divisibility, and communicability are characteristics of _____.

a) Alternative evaluation

b) Behavioral Characteristics

c) product that influence rate of adoption

d) Psychographic characteristics

(xiii) Explain which of the following is an example of an aspirational reference group.

a) A group of friends you hang out with on the weekends

b) A professional organization you belong to

c) A celebrity you admire and look up to

d) A family member who is successful in their career

(xiv) Choose the factors that determine social class.

a) Income, education, and occupation

b) Hobbies, interests, and marital status

c) Age, gender, and race

d) Clothing and fashion choices

(xv) In the context of consumer behavior, which of the following is the primary role of leadership.

a) To impose purchasing decisions on consumers
b) To guide and influence consumer preferences and buying behavior
c) To ensure consumers follow brand rules
d) To control market prices

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Define customer value. (3)
3. Define the concept of consumer socialization. (3)
4. Describe the key ways digital technologies have reshaped consumer behavior. (3)
5. Discuss the role of leadership in shaping a company's consumer-oriented strategies. (3)
6. Conclude the key factors that affect consumer motivation. (3)

OR

Explain Maslow's Hierarchy of Needs and its relevance to consumer behavior. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Briefly discuss the stages in the consumer buying decision process. (5)
8. Explain the concept of consumer socialization. (5)
9. Explain how the mobile revolution has an impact towards the behaviour of consumer now a days. (5)
10. State the importances of studying consumer behaviour for businesses. (5)
11. Conclude the nature and roles of motives in consumer behaviour. (5)
12. Justify the key strategies businesses can use to address privacy concerns while maintaining personalized marketing efforts. (5)

OR

Summarize how can businesses effectively create customer personas to tailor their online marketing strategies. (5)

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