



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306
POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
END TERM EXAMINATION (TERM -III)

Subject Name: Consumer Behaviour

Time: **02.00 hrs**

Sub. Code: PGM34

Max Marks: **40**

Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO1 - Familiarize students with the essential concepts, scope, and evolution of consumer behaviour as a key discipline in marketing and business strategy.
CO2 – Develop a deep understanding of how consumers make decisions, including both cognitive and emotional factors, by examining established and contemporary models.
CO3 – Equip students with the ability to translate consumer behaviour knowledge into practical marketing strategies that align with consumer needs and drive business success.
CO4 – Facilitate students' understanding of consumer behaviour through case studies from Indian corporate houses, allowing them to design targeted marketing strategies for diverse market segments.
CO5 – Explore the influence of digital tools, AI, machine learning, and analytics on consumer behaviour, empowering students to use these technologies in personalized marketing and data-driven decision-making.
CO6 - Foster awareness and understanding of ethical consumerism, sustainable marketing practices, and the importance of advocating for socially and environmentally responsible consumer behaviour.

SECTION - A		
Attempt all questions. All questions are compulsory.		2×6 = 12 Marks
Questions	CO	Bloom's Level
Q. 1: (A). Define consumer behaviour and explain its importance in marketing strategy.	CO1	L1
Q. 1: (B). Explain the scope of consumer behaviour in contemporary marketing.	CO1	L2
Q. 1: (C). What are the key factors influencing consumer purchase decisions?	CO1	L2
Q.1 (D) Explain the role of reference groups in consumer decision-making.		
Q.1 (E) Discuss how lifestyle and personality impact consumer choices.	CO2	L2
Q.1 (F) Differentiate between rational and emotional decision-making in consumer behaviour.	CO2	L3
	CO2	L2
(Three questions each from CO1 & CO2)		
SECTION – B		
All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice)		6 x 3 = 18 Marks
Questions	CO	Bloom's Level
Q.2 (A) Develop a consumer loyalty program for a retail business that enhances customer retention.	CO3	L4
Or		
Q.2 (B) Propose a loyalty program for a subscription-based service (e.g. OTT platform).	CO3	L4
Q. 3: (A). Identify and analyze the factors influencing the online purchasing behavior of Gen Z consumers in India.	CO4	L4

Or Q. 3: (B). Propose a market segmentation and targeting plan for a new electric vehicle brand in India.	CO4	L5
Q.4 (A). Create a digital marketing strategy using AI and machine learning to optimize consumer experience.	CO5	L5
Or Q.4 (B). Evaluate how AI-enabled recommendation systems influence consumer purchasing decisions.	CO5	L5

SECTION - C

Read the case and answer the questions

5×02 = 10 Marks

Questions	CO	Bloom's Level
<p>Q. 5: Case Study: Ethical Consumerism and Green Marketing Strategies</p> <p>EcoCare, an Indian FMCG company, has launched a range of eco-friendly personal care products under the brand name EcoEssence. These products use natural ingredients like neem and aloe vera, along with biodegradable packaging, to attract environmentally conscious consumers. The company promotes its commitment to sustainability through social media campaigns, eco-influencer partnerships, and transparency about its sourcing and production processes.</p> <p>To enhance consumer engagement, EcoCare introduced a "Plant a Tree with Every Purchase" initiative, supporting afforestation projects. Despite growing awareness about ethical consumption, EcoCare struggles to balance sustainability with affordability. The costs of organic ingredients and eco-friendly packaging make their products more expensive than conventional options.</p> <p>Market research shows that while many consumers care about the environment, most remain price-sensitive. Moreover, consumer trust is affected by concerns over greenwashing, where brands falsely claim environmental benefits. EcoCare is exploring strategies such as bulk packaging, partnerships with eco-conscious retailers, and certification labels like Fairtrade and India Organic to strengthen its credibility and market appeal.</p> <p>Now, EcoCare must find ways to make sustainable choices affordable and trustworthy for a broader segment of Indian consumers.</p> <p>Questions:</p> <p>Q.5 (A) Suggest strategies EcoCare can implement to make sustainable products more appealing and affordable for Indian consumers.</p> <p>Q.5 (B) Discuss the role of marketing ethics in promoting green products, and recommend frameworks to build consumer trust in sustainability claims.</p>	CO6	L5
	CO6	L6

Kindly fill the total marks allocated to each CO's in the table below:

COs	Question No.	Marks Allocated
CO1	Q.1 (A), Q.1 (C), Q.1 (F)	6
CO2	Q.1 (B), Q.1 (D), Q.1 (E)	6
CO3	Q.2 (A) or (B)	6
CO4	Q.3 (A) or (B)	6
CO5	Q.4 (A) or (B)	6
CO6	Q.5 (A), Q.5 (B)	10

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering, L2= Understanding, L3= Apply, L4= Analyze, L5= Evaluate, L6= Create