

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)

END TERM EXAMINATION (TERM-III)

Subject Name: Consumer Behaviour

 Time: **02.00 hrs**

Sub. Code: PGM33

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

CO#	Statement of Course Outcomes	Bloom's Taxonomy
CO1	Familiarize students with the essential concepts, scope, and evolution of consumer behaviour as a key discipline in marketing and business strategy.	L1 L2
CO2	Develop a deep understanding of how consumers make decisions, including both cognitive and emotional factors, by examining established and contemporary models.	L2 L4
CO3	Equip students with the ability to translate consumer behavior knowledge into practical marketing strategies that align with consumer needs and drive business success.	L3 L5
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.	L3 L5
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.	L4 L6
CO6	Foster awareness and understanding of ethical consumerism, sustainable marketing practices, and the importance of advocating for socially and environmentally responsible consumer behaviour.	L2 L6 L5

SECTION - A

Attempt all questions. All questions are compulsory.

2×6 = 12 Marks

Questions	CO	Bloom's Level
Q. 1: (A). Identify two ways in which AI and Big Data have transformed consumer behaviour analysis in digital markets. Q. 1: (B). Differentiate between a consumer and a customer with an example. Q. 1: (C). What is meant by Extensive Problem Solving (EPS) in consumer decision-making?	CO1	L1
Q. 1: (D). List the characteristics of Extensive Problem Solving (EPS) and explain with an example of buying a high-involvement product. Q. 1: (E). Define perception and explain any one stage of perceptual process with a marketing example. Q. 1:(F). Identify two technology-driven tools (AR/VR, voice commerce, gamification) and explain how any one of them influences purchase decisions on platforms like Amazon.	CO2	L1, L2

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). A smartphone brand conducted perceptual mapping based on two attributes—Price (Low to High) and Features (Basic to Advanced). Brand A: Low Price, Basic Features Brand B: Medium Price, Advanced Features Brand C: High Price, Advanced Features Analyze the positioning of Brand A (Low Price–Basic Features), Brand B (Medium Price–Advanced Features), and Brand C (High Price–Advanced Features) using perceptual mapping. Further, apply the consumer decision-making process to explain how a consumer would choose among these brands, and suggest a suitable repositioning strategy for Brand A.	CO3	L3
Or		
Q. 2: (B). A fast-food chain wants to change the perception that its products are unhealthy. Apply the multi-attribute attitude model to suggest how the brand can modify consumer attitudes through marketing communication.	CO4	L4
Q. 3: (A). A sustainable fashion brand promotes eco-friendly clothing using certifications (organic cotton, fair trade). However, it faces resistance due to higher prices compared to fast fashion brands. Evaluate the role of green marketing and consumer ethics in influencing purchase decisions for a sustainable fashion brand, and design two strategies to overcome consumer resistance and encourage the adoption of sustainable products.	CO5	L4
Or		
Q. 3: (B). Analyze how classical and instrumental conditioning can be used to build brand loyalty in the FMCG sector.		
Q. 4: (A). A premium brand plans expansion into Tier-2 cities in India. Evaluate how social class mobility and cultural influences affect consumer behaviour and recommend strategies.		
Or		
Q. 4: (B). Examine the role of influencers and online communities in shaping consumer behaviour. Justify whether micro-influencers are more effective than celebrity endorsements.		

SECTION - C

Read the case and answer the questions

5×02 = 10 Marks

Questions	CO	Bloom's Level
Q. 5: Case Study: Nykaa: Personalization and Sustainable Beauty Nykaa has successfully leveraged AI-driven personalization, influencer marketing, and digital content to enhance customer engagement. At the same time, it is expanding into sustainable beauty products. However, challenges include consumer skepticism regarding greenwashing, balancing affordability with sustainability, and maintaining trust in product authenticity. Questions:	CO6	L5

Q. 5: (A). Evaluate how AI-driven personalization influences consumer decision-making and brand loyalty in Nykaa's business model.	CO6	L6
Q. 5: (B). Design a comprehensive strategy for Nykaa to strengthen its sustainable positioning while maintaining profitability and consumer trust.		

Kindly fill the total marks allocated to each COs in the table below:

COs	Marks Allocated	Questions
CO1	6	Q1. (A, B, C)
CO2	6	Q1. (D, E, F)
CO3	6	Q2. (A, B)
CO4	6	Q3. (A, B)
CO5	6	Q4. (A, B)
CO6	10	Q5. (A, B)

(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