

This question paper contains two pages.

Roll No. _____

Serial No. of Question paper: 9868

Unique Paper Code: 2923062023

Name of the Course: BMS (NEP UGCF 2022)

Name of the Paper: Consumer Behaviour (DSE)

Semester: V

Duration: 3 hours

Max Marks: 90

Instructions:

1. Attempt **any six (6) questions** out of the seven (7) given below.
2. All questions carry **equal marks (15 marks each)**.

Quest 1) Patanjali Ayurved entered the Indian FMCG market with a strong focus on natural products, swadeshi appeal, and health consciousness. Over time, it attracted consumers who were earlier loyal to multinational brands. For many buyers, Patanjali represents not just functional benefits but also cultural identity and ethical consumption.

- i) Identify and explain the consumer needs and motivations influencing the purchase of Patanjali products. *(6 marks)*
- ii) Analyse the role of self-concept and self-image in shaping preference for Patanjali over multinational brands. *(5 marks)*
- iii) Using Maslow's hierarchy of needs, explain how Patanjali appeals to multiple levels of motivation. *(4 marks)*

Quest 3) Amul's iconic "Amul Girl" advertising campaign has remained relevant for decades by using topical humour and minimalistic visuals. Despite changes in media platforms, the core elements of the campaign remain unchanged.

- i) Explain how perceptual processes—selection, organisation, and interpretation—contribute to the effectiveness of Amul advertisements. *(5 marks)*
- ii) Analyse how learning theories (classical conditioning and/or cognitive learning) help in building strong brand recall for Amul. *(5 marks)*
- iii) Apply the tri-component model of attitudes to explain how Amul advertisements influence consumer attitudes. *(5 marks)*

Quest 4) In India, smartphone purchases are often influenced by peers, family members, and social networks. While young professionals may prefer brands endorsed by their peer groups, parents often influence budget and functional considerations.

- i) Examine the role of reference groups in influencing smartphone purchase decisions. *(6 marks)*
- ii) Discuss the impact of family roles and consumer socialisation on such decisions. *(5 marks)*
- iii) Identify product categories where peer influence outweighs family influence, giving reasons. *(4 marks)*

Quest 5) Online grocery platforms such as BigBasket and Blinkit have seen rapid adoption in metropolitan cities, while smaller towns continue to rely heavily on traditional kirana stores.

i) Analyse how social class affects adoption of online grocery platforms in India. (5 marks)

ii) Explain the influence of culture and sub-culture on acceptance or resistance to online grocery shopping. (5 marks)

iii) Discuss the role of opinion leaders in accelerating adoption of digital grocery platforms. (5 marks)

Quest 6) A consumer planning to buy a two-wheeler evaluates brands such as Hero, Honda, TVS, and Royal Enfield based on price, mileage, brand image, service network, and style.

i) Explain the consumer decision-making process involved in purchasing a two-wheeler. (6 marks)

ii) Analyse the use of compensatory and non-compensatory decision rules in this situation. (5 marks)

iii) Identify possible post-purchase behaviours and suggest marketing actions to manage them. (4 marks)

Quest 6) Electric vehicles (EVs) are gradually gaining acceptance in India. Early adopters are motivated by environmental concerns and innovation appeal, while mass adoption remains slow due to price sensitivity and infrastructure constraints.

i) Using the diffusion of innovation theory, analyse the adoption pattern of EVs in India. (6 marks)

ii) Identify the key factors responsible for resistance to innovation in the EV market. (5 marks)

iii) Apply any one consumer behaviour model (Nicosia / Howard-Sheth / EKB) to explain EV purchase behaviour. (4 marks)

Quest 7) Nykaa caters to diverse consumer segments through its online platform and offline stores. Its offerings range from affordable beauty products for students to premium brands for high-end consumers, supported by influencer marketing and experiential retailing.

i) Identify the segmentation bases used by Nykaa to target different consumer groups. (5 marks)

ii) Apply the VALS 2 framework to explain Nykaa's appeal to consumers with different lifestyle orientations. (5 marks)

iii) Discuss how levels of consumer involvement influence purchase decisions for beauty and personal care products. (5 marks)