Program:	S.Y.B.Com (MS)	**Semester:**	III	**Program Code:**	UGMS02
Course:	Consumer Behaviour			**Course Code:**	NUMS311
Duration:	1 Hour	**Examination Pattern:**	NEP - Autonomous -External	**Max. Marks:**	30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1	(a)	**Analyse the case and answer the following.**	[05]	CO's	KL's
		GreenSip is a new herbal tea brand in India that promotes benefits such as stress relief and detoxification. The company uses online advertisements and influencer marketing to reach health-conscious consumers. Riya, a young professional, sees an Instagram health influencer talking about GreenSip Herbal Tea. The influencer highlights its natural ingredients and stress-reducing benefits. Riya develops a positive initial attitude toward the brand. Riya then visits GreenSip's website, reads reviews, and compares it with Tetley Green Tea and Organic India. She finds GreenSip slightly costlier but better rated for taste and packaging. While shopping online, Riya sees a limited-time discount on GreenSip. This, combined with her positive attitude, leads her to buy a trial pack. After two weeks, Riya feels more energetic and enjoys the tea's flavour. She posts a positive review online. Her review influences other potential buyers, restarting their decision-making cycle. **Questions:** Q1. Which stage of the Nicosia Model did Riya experience when she first saw the influencer's post? Q2. In which stage did Riya compare GreenSip with other brands? Q3. What factor triggered Riya's final decision to purchase GreenSip? Q4. How did Riya's feedback contribute to the Nicosia Model cycle? Q5. What is the main insight from this case study about consumer decision-making?		CO3	L1-L4
	(b)	**Fill in the blanks with an appropriate answer from the alternatives given.**	[05]	CO1,CO2 CO3,CO4	L1-L2
		I Habitual buying behaviour is generally found when consumer involvement and brand differences are _____.			
		a. High and high / b. Low and low			
		c. High and low / d. Low and high			

II	_____ is one important outcome of post-purchase evaluation.					
	a.	Creating dissatisfaction in every case	b.	Preventing all future purchases		
	c.	Increasing product prices	d.	Developing learning and attitudes		
III	Social class is generally determined using factors such as_____.					
	a.	Skin colour alone	b.	Lifestyle, income, occupation and education		
	c.	Age alone	d.	Nationality alone		
IV	Consumers who adopt an innovation before the average consumer are generally called _____.					
	a.	Laggards	b.	Innovators		
	c.	Early majority	d.	Late majority		
V	_____ factor is particularly important in the Nicosia Model of consumer decision-making.					
	a.	Price	b.	Communication		
	c.	Distribution	d.	Advertising		

Q. 2		**Attempt the following.**	**[10]**	**CO's**	**KL's**
	(a)	Define consumer behaviour and describe the various types of consumer behaviour with suitable examples.		**CO1**	**L2**
		OR			
	(b)	Explain the social and cultural factors influencing consumer behaviour with suitable examples.		**CO2**	**L2**
Q. 3		**Attempt the following.**	**[10]**	**CO's**	**KL's**
	(a)	Illustrate and explain the adopter categories in the diffusion process with suitable examples.		**CO3**	**L3**
		OR			
	(b)	Compare and evaluate the buying behaviour of E-Buyers and Brick-and-Mortar Buyers with suitable examples.		**CO4**	**L3**

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