

(2) 09/10/2025

## NEP - Semester End Examination – October 2025

Program: S.Y.BCOM (M. S.) III Course: CONSUMER BEHAVIOURProgram Code: UGM02 Course Code: NUM311

Duration: 1 Hour

Max. Marks: 30

## Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1	(a)	Analyse the case and answer the following.		Course Outcome	Knowledge Level
		<p>Starbucks is not just about coffee—it is about the experience. In India, Starbucks positioned itself as a premium brand by offering cozy interiors, personalized services (writing customer names on cups), and Wi-Fi access. Customers are not only buying coffee but also paying for a space to relax, work, or socialize.</p> <p>Radhika, a young professional in Mumbai, chooses Starbucks even though other cafés sell coffee at half the price. For her, the ambiance, the consistency of taste, and the feeling of belonging to a global brand matter more than the cost.</p> <p>This shows how Starbucks successfully taps into experiential consumer behaviour. The company has created loyalty by focusing on atmosphere, service quality, and personalization.</p> <ol style="list-style-type: none"> <li>1. What personalization strategy does Starbucks use with customers?</li> <li>2. Why does Radhika prefer Starbucks despite higher prices?</li> <li>3. If a new café wants to compete with Starbucks, what experience-based strategy could it adopt?</li> <li>4. How does Starbucks create value beyond just selling coffee?</li> <li>5. Is Starbucks' high pricing justified from a consumer behaviour perspective? Why?</li> </ol>	[05]	CO3	L1-L4

	(b)	Fill in the blanks with an appropriate answer from the alternatives given.				[05]	CO1, CO2, CO3, CO4	L1-L3
		I) Variety-seeking behaviour happens when involvement is _____.						
		a. high and brand differences are significant		b. low but brand differences are significant				
		c. high and brand differences are few		d. low and no brand differences exist				
		II) The Howard-Sheth model uses _____ theory to explain consumer choice.						
		a. learning		b. demand				
		c. utility		d. motivation				
		III) _____ of the following is the first step in the consumer decision-making process.						
		a. Purchase decision		b. Post-purchase behaviour				
		c. Need recognition		d. Information search				
		IV) A customer who buys both online and in physical stores is called _____.						
		a. hybrid buyer		b. traditional buyer				
		c. laggard		d. innovator				
V) The Nicosia model emphasizes the role of _____ in consumer decision making.								
a. price		b. communication						
c. distribution		d. advertising						

Q. 2	Answer the following.	[10]	Course Outcome	Knowledge Level
(a)	Explain the concept of consumer behaviour and describe how personal and psychological factors shape buying decisions.		CO1, CO2	L2
	OR			
(b)	Enumerate the stages of consumer buying decision-making with suitable examples.		CO1, CO2	L2
Q. 3	Answer the following.	[10]	Course Outcome	Knowledge Level
(a)	Discuss how the Nicosia model can be understood in both traditional and digital buying contexts.		CO3, CO4	L4
	OR			
(b)	Examine the advantages of e-buying accompanied by suitable illustrations.		CO3, CO4	L4

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