

NEP - Semester End Examination – October 2025

Program:	<u>S.Y.BCOM (M. S.) III</u>	Course: <u>CONSUMER BEHAVIOUR</u>
Program Code:	<u>UGM02</u>	Course Code: <u>NUM311</u>

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"> 1. What personalization strategy does Starbucks use with customers? 2. Why does Radhika prefer Starbucks despite higher prices? 3. If a new café wants to compete with Starbucks, what experience-based strategy could it adopt? 4. How does Starbucks create value beyond just selling coffee? 5. Is Starbucks' high pricing justified from a consumer behaviour perspective? Why? 	[05]	CO3 L1-L4

	<p>(b) Fill in the blanks with an appropriate answer from the alternatives given.</p>	[05]	CO1, CO2, CO3, CO4	L1-L3								
	<p>I) Variety-seeking behaviour happens when involvement is _____.</p>											
	<table border="1" data-bbox="314 544 990 840"> <tr> <td data-bbox="314 544 459 713">a.</td><td data-bbox="459 544 661 713">high and brand differences are significant</td><td data-bbox="661 544 747 713">b.</td><td data-bbox="747 544 990 713">low but brand differences are significant</td></tr> <tr> <td data-bbox="314 713 459 840">c.</td><td data-bbox="459 713 661 840">high and brand differences are few</td><td data-bbox="661 713 747 840">d.</td><td data-bbox="747 713 990 840">low and no brand differences exist</td></tr> </table>	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			
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	<p>II) The Howard-Sheth model uses _____ theory to explain consumer choice.</p>											
	<table border="1" data-bbox="314 1009 990 1127"> <tr> <td data-bbox="314 1009 459 1056">a.</td><td data-bbox="459 1009 661 1056">learning</td><td data-bbox="661 1009 747 1056">b.</td><td data-bbox="747 1009 990 1056">demand</td></tr> <tr> <td data-bbox="314 1056 459 1127">c.</td><td data-bbox="459 1056 661 1127">utility</td><td data-bbox="661 1056 747 1127">d.</td><td data-bbox="747 1056 990 1127">motivation</td></tr> </table>	a.	learning	b.	demand	c.	utility	d.	motivation			
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c.	utility	d.	motivation									
	<p>III) _____ of the following is the first step in the consumer decision-making process.</p>											
	<table border="1" data-bbox="314 1339 990 1406"> <tr> <td data-bbox="314 1339 459 1385">a.</td><td data-bbox="459 1339 661 1385">Purchase decision</td><td data-bbox="661 1339 747 1385">b.</td><td data-bbox="747 1339 990 1385">Post-purchase behaviour</td></tr> <tr> <td data-bbox="314 1385 459 1406">c.</td><td data-bbox="459 1385 661 1406">Need recognition</td><td data-bbox="661 1385 747 1406">d.</td><td data-bbox="747 1385 990 1406">Information search</td></tr> </table>	a.	Purchase decision	b.	Post-purchase behaviour	c.	Need recognition	d.	Information search			
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	<p>IV) A customer who buys both online and in physical stores is called _____.</p>											
	<table border="1" data-bbox="314 1524 990 1664"> <tr> <td data-bbox="314 1524 459 1571">a.</td><td data-bbox="459 1524 661 1571">hybrid buyer</td><td data-bbox="661 1524 747 1571">b.</td><td data-bbox="747 1524 990 1571">traditional buyer</td></tr> <tr> <td data-bbox="314 1571 459 1664">c.</td><td data-bbox="459 1571 661 1664">laggard</td><td data-bbox="661 1571 747 1664">d.</td><td data-bbox="747 1571 990 1664">innovator</td></tr> </table>	a.	hybrid buyer	b.	traditional buyer	c.	laggard	d.	innovator			
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	<p>V) The Nicosia model emphasizes the role of _____ in consumer decision making.</p>											
	<table border="1" data-bbox="314 1803 990 1913"> <tr> <td data-bbox="314 1803 459 1850">a.</td><td data-bbox="459 1803 661 1850">price</td><td data-bbox="661 1803 747 1850">b.</td><td data-bbox="747 1803 990 1850">communication</td></tr> <tr> <td data-bbox="314 1850 459 1913">c.</td><td data-bbox="459 1850 661 1913">distribution</td><td data-bbox="661 1850 747 1913">d.</td><td data-bbox="747 1850 990 1913">advertising</td></tr> </table>	a.	price	b.	communication	c.	distribution	d.	advertising			
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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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