



# AJEENKYA

## D Y PATIL UNIVERSITY

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### End Term Examinations (December 2019)

School: School of Management

Program: BBA SM

Course: Consumer Buying Behavior

Course Code: MGT 234

Semester: Semester III

Max Marks: 60

Duration (mins): 90 minutes

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**This question paper consists of two sections A and B.**

**Section A: Total marks 30.**

**Answer any 2 of the following questions. Each question carries 15 marks.**

1. What is the impact of digital revolution and mobile phone revolution on consumer behavior?
2. Describe the stages in customer buying decision process?
3. Explain in detail the factors which influence buying decisions?
4. Explain the impact of lifestyle and psychographics on consumer's buying decision?
5. Explain the role of reference group and family decision on consumer behavior? Illustrate your answer with examples?

**Section B: Case Studies - Total marks 30.**

**All questions are compulsory.**

**1. Case study: - 15 marks**

A car making company is deciding to make flying cars in India. You are required to:

- A) Explain the motivation of customers in buying this car and your way of promoting it.
- B) Segmenting, targeting and positioning of flying cars in Indian market.
- C) Explain how the diffusion of the idea will be facilitated by you.

**2. Case study: - 15 marks**

You are the brand manager of a new line of light weight autofocus, economically priced digital cameras.

- A) Describe how an understanding of consumer behavior will help in your segmentation strategy and promotion strategy.
- B) What are the consumer behavior variables that are crucial to you to understand this market?