



DELHI SCHOOL OF BUSINESS
By Vivekananda Institute of Professional Studies - TC

PGDM / PGDM (FINTECH) Program
TRIMESTER - VI (Batch: 2023-25)
END-TERM EXAMINATION, APRIL 2025

Course Name	CONSUMER BEHAVIOUR	Course Code	
Duration	Three Hours	Max. Marks	60

Instructions:

- 1. All questions are compulsory*
- 2. Each question carries 15 marks*
- 3. Support your answers with examples wherever required.*

Q.1 (a) A manufacturer of a new product for whitening teeth would like to investigate the effects of package design and label information on consumer's perceptions of the product and their intentions to buy it. Would you advise the manufacturer to use observational research, experimentation or a survey. Explain your choice?

(b) Neutrogena is a manufacturer of personal care products for young adults. The company would like to extend its facial cleansers product line. Design a qualitative and quantitative research design to explore the market opportunities related to the stated objective.

(7 + 8 Marks) (CO1, CO2)

Q.2. Assume that this summer you are planning to spend a month touring Europe and looking for an advanced digital camera for the same

- Develop the consumer decision-making process in the given scenario.
- Explain the type of buying decision behaviour
- Apply compensatory decision rule to finalise your choice.

(5*3 Marks) (CO1, CO2, CO3)

Q.3. How can the marketing manager of BlaBla Car effectively shift consumer attitudes to promote the adoption of carpool services over private car usage by

- Changing belief about the brand
- Changing belief about competing brands



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c) Changing belief about key attribute

(5*3 Marks) (CO3, CO4)

Q.4. Contrast the major characteristics of the following personality theories-

- a) Freudian theory
- b) Neo-Freudian theory
- c) Trait theory

In your answer, explain how they are applied to the understanding of consumer behaviour.

(15 Marks) (CO3; CO4)

Q.5 (a) Discuss the difference between the absolute threshold and the differential threshold. Which one is more important to marketers?

(b) What are the implications of figure-and-ground relationships for print ads and for online ads? How can the figure-and-ground construct help or interfere with the communication of advertising message.

(7+8 Marks) (CO3, CO4)