

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3EXAMINATION- 2025

BBA Semester V

COURSE CODE (CREDITS): 24B11HS511(4)

MAX. MARKS: 35

COURSE NAME: CONSUMER BEHAVIOUR

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 2 Hour

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

Q.No	Question	CO	Marks
Q1	An Indian OTT platform is experimenting with very brief visual flashes (lasting less than 30 milliseconds) of a <i>new snack brand</i> during its movie trailers. These flashes are too quick for viewers to consciously notice, but the marketing team believes they may still create subconscious familiarity and influence snack purchases later. <i>Explain the psychological concept for the same, potential limitations, and ethical concerns associated with using such weak or brief stimuli in marketing.</i>	CO2	6
Q2	Urban consumers in India report seeing hundreds of ads daily—on YouTube, Instagram, hoardings, and in mobile apps. To avoid this overload, many users skip ads instantly, scroll past promotional posts, or install ad-blockers. A new food-delivery startup finds that its digital ads receive very low attention despite high reach. <i>Using the concept of perceptual blocking, analyze why consumers might be screening out the startup's ads. Suggest how marketers can reduce perceptual blocking and improve ad visibility.</i>	CO3	6
Q3	Attitudes toward products and brands are shaped by multiple sources. Explain how each of the following contributes to attitude formation in consumers: (a) Direct personal experience, (b) Family and peer influence, and (c) Media, Internet, and Social Media. Illustrate your answer with suitable marketing-related examples.	CO3	6
Q4	Using the Tri-Component Attitude Model (Cognitive, Affective, and Conative components), explain how a consumer forms an attitude toward a newly launched electric scooter brand in India. Illustrate how each component shapes the overall attitude and may influence the final purchase decision.	CO2	6
Q5	Differentiate between impersonal and interpersonal communication in marketing. Using suitable examples, explain how organizations use impersonal sources such as advertising or PR, and how consumers rely on interpersonal sources—both formal (e.g., salespersons) and informal (e.g., peers)—in their decision-making process.	CO4	6
Q6	Consumers are influenced by several consumption-related groups, including friends, fellow shoppers, virtual communities, and advocacy groups. Explain how each of these groups shapes consumer attitudes and purchase behavior.	CO5	5