JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3EXAMINATION- 2025

BBA Semester V

COURSE CODE (CREDITS): 24B11HS511(4) MAX. MARKS: 15

COURSE NAME: CONSUMER BEHAVIOUR

COURSE INSTRUCTORS: Anupriya Kaur MAX. TIME: 1 Hour

Note: *(a) All questions are compulsory.*

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

(c) Use of calculator is not allowed

Q.No	Question	CO	Marks
Q1	"A memorable experience can be more valuable to a consumer than the product itself." Critically examine this statement from the perspective of consumer behaviour, giving appropriate brand examples.		4
Q2	Nike introduced a digital campaign encouraging young consumers to participate in a city-wide fitness challenge. The campaign featured athletes and influencers, short motivational videos on social media, personalised notifications, and a limited-period opportunity to win branded merchandise. Consumers first noticed the campaign online, followed the challenge, became interested in participating, and eventually registered for it. Using the AIDA framework, explain how the campaign could move a potential consumer from initial exposure to taking the desired action. Support each stage with evidence from the case.		5
Q3	(a) A consumer notices a ₹100 increase in the price of a premium smartphone but does not react strongly. However, the same consumer immediately notices a ₹10 increase in the price of a daily-use product. (b) A fashion brand creates an immersive store experience using music, lighting, personalised recommendations, and interactive displays. Identify and explain the consumer behavior concepts illustrated in the above situations. Support your answer with suitable examples.		6