

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS- MBA

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Consumer Behavior
Course Code: 25MBA225

Max. Marks: 50
Time: 2:30 Hrs.

Instructions

All questions are compulsory. Kindly read the detailed instructions for each question.

Question 1,2 & 3 carry 10 marks each and there is internal option.

Question 4 carries 20 marks.

Q1.	Attempt any 1 out of 2 Questions:	(10 Marks)	CO3
a)	A premium food-based brand plans to launch a new range of ready-to-eat healthy meals for tier 2 cities of India. Identify and explain the different consumer roles involved in this purchase decision. Analyse how personality, self-concept, and lifestyle factors may influence the buying behaviour of target consumers. Suggest effective marketing strategies the company can use to effectively position the product.		
b)	An organized retail chain plans to expand into tier-1 cities of India starting with state of Maharashtra. Applying consumer behaviour concepts related to socio-economic class, family purchasing decisions, and characteristics of Bottom of Pyramid (BoP) consumers, come up with a suitable plan of action for the retail chain.		
Q2.	Attempt any 1 out of 2 Questions:	(10 Marks)	CO4
a)	An Indian company is into manufacturing of industrial air purifiers for factories and also sells compact air purifiers for home use. Analyse the differences in decision-making processes between B2B and B2C customers in this context. Further, Examine the role of situational and psychological factors influencing each type of buyer. Design a marketing approach for both segments so to earn excellent profitability.		

b)	One of the leading private sector banks has observed that even after awareness campaigns, many consumers are still not able to adopt their mobile payment app. Analyse this behaviour using consumer behaviour model/s. Identify key barriers in the consumer decision-making process while adopting to app-based transactions. Suggest measures to overcome these barriers and improve rate of adoption.	
Q3.	Attempt any 1 out of 2 Questions: (10 Marks)	CO5
a)	A leading fast-food chain introduced a “healthy menu” targeting urban consumers, but the response has not been satisfactory despite increase in level of awareness by the brand. Critically assess the marketing strategy using relevant consumer behaviour concepts. Identify the set of possible gaps between consumer expectations and company positioning and recommend the corrective actions towards same.	
b)	A new direct-to-consumer (D2C) skincare brand is heavily promoting its products through social media influencers but is facing problems in connection with low repeat purchases. Critically appraise the marketing strategy considering Indian consumers and their approach towards promotions in connection with skincare brands. Evaluate the role of post-purchase experience leading to repeat purchase Suggest a few strategic changes which the brand can make to improve long-term customer retention.	
Q4.	Attempt the following caselet and answer the given sub questions: (20 Marks) An emerging Indian D2C brand, “ <i>EcoGlow Naturals</i> ”, plans to launch a range of affordable, eco-friendly personal care products targeting urban and semi-urban consumers. The brand emphasizes sustainability, natural ingredients, and ethical sourcing. Despite strong awareness campaigns on social media platforms, the company is facing following challenges: • Consumers show interest but the conversion rate remain low. • Trust issues regarding product authenticity and effectiveness • Limited adoption across a few sets of SECs • High post-purchase dissonance leading to low repeat purchases Market research report indicate:	CO6

	• Consumers rely heavily on peer reviews and opinion of influencers. • Price sensitivity in lower SEC segments despite positive attitudes toward sustainability. The company now seeks to redesign its marketing strategy to improve conversion, trust, and long-term customer retention across diverse Indian markets. Answer the questions give below based on the caselet.	
1.	Analysing the key consumer behaviour challenges faced by the brand across different segments, develop a segmentation and targeting strategy based on Indian socio-economic and cultural factors.	
2.	Design a comprehensive digital and post-purchase strategy to enhance customer experience and reduce dissonance and suggest innovative approaches to engage consumers and drive repeat purchase among them	
