

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2025

BBA Semester V

MAX. MARKS: 15

COURSE CODE (CREDITS): 24B11HS511(4)

COURSE NAME: CONSUMER BEHAVIOUR

MAX. TIME: 1 Hour

COURSE INSTRUCTORS: Anupriya Kaur

**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	Consumers often derive more lasting satisfaction from emotional experiences than from material possessions. Discuss this statement in the context of consumer behaviour .Provide relevant examples from Indian or global brands to support your answer.	CO1	5
Q2	Zomato, one of India's leading food delivery platforms, launched a campaign during the IPL season with the tagline "Cravings Ka Match Winner." The advertisements showed cricket fans enjoying their favorite meals delivered instantly while watching matches at home. The campaign used catchy jingles, celebrity endorsements, and app notifications with time-limited discounts during match breaks. Many users downloaded the app, explored the offers, and placed their first orders to enjoy food while watching cricket. <i>Using the AIDA Model analyze how Zomato's IPL campaign influenced consumer behavior. Illustrate each stage with examples from the case.</i>	CO1	6
Q3.	Using relevant examples explain the following concepts- . Absolute Threshold and Experiential marketing.	CO2	4