

**IMBA in BI/IB/APR Sem.-9 Examination**  
**IB**

**OBB**

**Time : 2.30 Hours]**

**December-2025**

**[Max.Marks : 70**

- Instructions :** (1) This paper contains **FIVE** questions.  
(2) All questions are compulsory.  
(3) Question No.2, 3, 4 have internal options.  
(4) Figures in the right side in parenthesis indicate marks.

- Q.1** Define consumer behavior and describe the different approaches used to study it. (14)  
**Q.2** Define the Trio of Needs and explain it in the context of consumer motivation. (14)

**OR**

- Q.2** Explain in detail the key elements of perception. (14)  
**Q.3** Distinguish between Advertising vs Promotion and discuss its role in overseas market. (14)

**OR**

- Q.3** Define digital and social influence. Explain its key concepts, major types of influence, and the various applications and impacts in today's marketing environment. (14)  
**Q.4** Define market segmentation and explain its major classifications with appropriate examples. (14)

**OR**

- Q.4** Read the below case carefully. (14)

Apple has created a premium global ecosystem by focusing on innovation, design, user experience, and brand loyalty. Apple maintains standardized global branding but adapts content and campaigns to suit local cultures. The company uses experiential retail stores, influencer partnerships, aspirational advertising, AI-driven consumer insights, product ecosystem lock-in, and strong community-building (Apple events, creator communities). Apple also strategically prices its products differently worldwide and uses psychographic and behavioral segmentation to attract premium and tech-lifestyle consumers.

Using the Apple case study, analyze how Apple engages consumers through premium branding, experiential marketing, digital ecosystems, influencer-driven promotions, and global advertising strategy. Explain how Apple leverages psychographic segmentation, consumer behavior insights, and emotional branding to build strong loyalty in international markets.

**Q.5** Multiple Choice Question (1 mark each)**(14)**

1. A customer buys a product impulsively during a sale and later regrets it. This reflects which pitfall?
  - a) Overconfidence
  - b) Impulse buying
  - c) Brand loyalty
  - d) Social approval
2. A company first identifies that customers are unhappy with delivery speed. Which step of consumer research is this?
  - a) Data collection
  - b) Problem definition
  - c) Sampling
  - d) Report preparation
3. A gym offers a “New Year Transformation Challenge” to motivate customers. This is an example of:
  - a) Rational motivation
  - b) Emotional motivation
  - c) Habitual buying
  - d) Information overload
4. A customer reads reviews on Amazon before purchasing. What behaviour does this show?
  - a) Impulse buying
  - b) Social proof
  - c) Variety seeking
  - d) Price insensitivity
5. Customers abandoning a cart because delivery charges are high indicates:
  - a) High brand loyalty
  - b) Price sensitivity
  - c) Convenience seeking behaviour
  - d) Cultural mismatch
6. A brand finds its campaign going viral for unexpected reasons. This shows that consumer behaviour is:
  - a) Always stable
  - b) Influenced by unpredictable factors
  - c) Easily predictable
  - d) Not influenced by trends
7. A fashion influencer’s “Outfit of the Day” reel increases purchase of that outfit. This demonstrates:
  - a) Negative WOM
  - b) Influencer impact
  - c) Poor segmentation
  - d) Brand fatigue

8. Korean skincare becomes trending in India due to Instagram reels. What is shaping consumer behaviour?
  - a) Demographic variables
  - b) Global cultural influence
  - c) Poor product knowledge
  - d) Offline promotions
9. Nike uses the tagline "Just Do It" worldwide. This is an example of:
  - a) Localization
  - b) Standardized global advertising
  - c) Personal selling
  - d) Cultural mismatch
10. McDonald's introducing McAloo Tikki in India is an example of:
  - a) Product standardization
  - b) Product adaptation
  - c) High pricing strategy
  - d) Uniform branding
11. A brand avoids using white colour in ads in China because white symbolizes mourning. This shows:
  - a) Lack of research
  - b) Cultural sensitivity
  - c) Ignoring cultural norms
  - d) Global standardization
12. Customers prefer brands that offer easy returns and fast delivery. This shows the importance of:
  - a) High product involvement
  - b) Distribution convenience
  - c) Emotional marketing
  - d) Cultural advertising
13. A premium watch brand focuses only on the top 5% high-income customers. This is:
  - a) Mass targeting
  - b) Niche targeting
  - c) Undifferentiated targeting
  - d) Unplanned targeting
14. Netflix recommending content based on watch history is an example of:
  - a) Psychographic segmentation
  - b) Behavioral segmentation
  - c) Geographic segmentation
  - d) Mass marketing

