



Daffodil International University
Department of Business Administration
Faculty of Business and Entrepreneurship
Mid-Term Examination, Fall 2025

Course Code: 0414-325, Course Title: Consumer Behaviour

Batch: 64 A

Teacher Initial: RIR

Time: 1.5 Hrs

Marks: 25

Answer ALL Questions

Question 1 (CLO 1 Level 2) - 2.5+2.5=5 Marks

- Explain** the impact of digital technologies on the study of consumer behaviour with real life examples.
- Compare** between Rationalization and Projection as types of defense mechanisms, using suitable examples based on a student in Dhaka who fails to purchase a high-end gaming laptop.

Question 2 (CLO 2 Level 3) - 10 Marks

A new Bangladeshi startup called NutriNest plans to introduce a line of ready-to-drink, healthy smoothies made from locally sourced fruits and dairy. The drinks will be available in flavors like mango, banana, and strawberry, priced between BDT 80–120 per bottle.

The founders believe that with rising health awareness in Bangladesh's cities, especially among young professionals and students, there is a growing demand for convenient, nutritious on-the-go beverages. Their early research shows that many people skip breakfast due to busy schedules, gym-goers want healthy post-workout options, and parents are seeking safe and natural drinks for their children. NutriNest's goal is to position itself as "Bangladesh's most trusted healthy lifestyle drink."

Apply the concepts of market segmentation and targeting to prepare a detailed strategy identifying the company's market segmentation and target segment(s) using appropriate criteria for effective targeting.

Question 3 (CLO 3 Level 4) - 5 Marks

Alvi, a University student and footballer, is considering purchasing an expensive, high-performance motorcycle. He tells his friends he needs it for "efficiency" to navigate Dhaka's traffic congestion and reach his match venues on time. However, he spends hours researching the top speed and engine power and is particularly drawn to the motorcycle's sleek, aggressive design, which he feels will make him stand out. His family, meanwhile, expresses concern, reminding him of his responsibilities and the dangers of such a vehicle.

Analyze this purchasing decision through the lens of Freud's Personality Theory by breaking down the influence of the Id, Ego, and Superego in Alvi's choice.

Question 4 (CLO 3 Level 4) - 5 Marks

Zima, a newly married woman living in Dhaka, recently purchased a premium refrigerator for her new apartment. While the primary reason for the purchase was to store food efficiently, she also opted for a stylish, high-end model that complemented her kitchen décor and reflected her new household status. She felt proud when guests complimented her choice, seeing it as a symbol of her family's modern lifestyle.

Analyze Zima's purchase decision using Maslow's Hierarchy of Needs, examining the different levels of needs influencing her motivation to buy this product.