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# B.M.S. College of Engineering, Bengaluru-560019

Autonomous Institute Affiliated to VTU

## January / February 2025 Semester End Main Examinations

**Programme: B.E.**

**Branch: Institutional Elective**

**Course Code: 21ME7OECOB**

**Course: Consumer Behaviour**

**Semester: VII**

**Duration: 3 hrs.**

**Max Marks: 100**

**Instructions:** 1. Answer any FIVE full questions, choosing one full question from each unit.  
2. Missing data, if any, may be suitably assumed.

			<b>UNIT - I</b>			
			<b>CO</b>	<b>PO</b>	<b>Marks</b>	
<b>Important Note:</b> Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.	1	a)	“Market has witnessed an evolving Indian consumer behavior over the years”. Discuss the changing characteristic and changing consumption pattern of Indian consumers in detail.	CO1	PO1	<b>05</b>
		b)	How does consumer research helps the marketers. Explain with examples from choosing two different industries.	CO1	PO1	<b>10</b>
		c)	Discuss the impact of digital revolution on consumer behavior in India. Give examples.	CO1	PO1	<b>05</b>
<b>OR</b>						
	2	a)	Explain the major steps in consumer research process.	CO1	PO1	<b>12</b>
		b)	‘Business orientation evolved in the 1950s through several alternative approaches towards doing businesses.’ Explain how marketing concept has rooted the field of consumer behavior.	CO1	PO1	<b>08</b>
<b>UNIT - II</b>						
	3	a)	Explain the dynamics of perception.	CO1	PO1	<b>05</b>
		b)	Case Study: Nutrament, a product marketed by Bristol-Myers Squibb (B-MS) originally was targeted at consumers that needed to receive additional energy from their drinks after exercise etc., a fitness drink. It was therefore targeted at consumers whose needs were for either love and belonging or self-esteem. The product was not selling well, and was almost terminated. Upon extensive research it was determined that the product did sell well in inner-city convenience stores. It was determined that the consumers for the product were actually drug addicts who couldn't digest a regular meal. They would purchase Nutrament as a substitute for a meal. Their motivation to purchase was completely different to the motivation that B-MS had originally thought. i) Compare and contrast about which level of Maslow's need	CO2	PO1	<b>10</b>

		<p>hierarchy does the expected target segment and actual target segment are driven by that motivated them to purchase the fitness drink?</p> <p>ii) As a marketing consultant, redesign the marketing mix to better meet the needs of the target market that needed to receive additional energy from their drinks after exercise.</p>			
	c)	<p>Which theory of learning – behavioral or cognitive learning best explains the following consumption behavior? Give reasons for your answer in each case.</p> <p>a. Buying a personal computer for the first time</p> <p>b. Switching one brand of detergent to another</p> <p>c. Preferring to buy your shirts from the same brand outlet</p>	CO1	PO1	<b>05</b>
		<b>OR</b>			
4	a)	Explain how consumer motivation is a determinant of buying behavior.	CO2	PO1	<b>05</b>
	b)	Explain the Freudian Theory of Personality? How does it relate to consumer behavior?	CO2	PO1	<b>10</b>
	c)	Discuss about types of risks associated with consumer imagery.	CO2	PO1	<b>05</b>
		<b>UNIT - III</b>			
5	a)	“Do you agree that Culture and Sub-culture influence Consumer Behaviour?” Substantiate your answer with relevant examples.	CO3	PO1	<b>05</b>
	b)	You are the brand manager of a new line of light weight, economically priced hair styling tools. Describe how an understanding of consumer behavior will help you in your segmentation strategy and promotion strategy for two culturally different countries.	CO3 PO6	PO1	<b>10</b>
	c)	Discuss one example of a company that failed by not understanding the social and cultural differences that prevails in markets.	CO3	PO1	<b>05</b>
		<b>OR</b>			
6	a)	Illustrate how the food and clothing at different times or for different occasions is influenced by culture.	CO3 PO6	PO1	<b>06</b>
	b)	Assess in the context of consumer behavior, Maslow’s Hierarchy of Needs Theory.	CO3	PO1	<b>10</b>
	c)	What are the various methods by which culture can be measured?	CO3	PO1	<b>04</b>
		<b>UNIT - IV</b>			
7	a)	Explain the various stages in the Adoption Process.	CO4	PO1	<b>07</b>
	b)	Do opinion leaders and influencers differ or are they the same? Discuss.	CO4	PO1	<b>05</b>
	c)	Discuss the consumer decision making process for buying a smartphone.	CO4	PO1	<b>08</b>
		<b>OR</b>			

	8	a)	Why would a consumer who has just purchased an expensive high-definition television set attempt to influence the purchase behavior of others? Explain.	CO4	PO1	<b>10</b>
		b)	In 2010, Apple introduced its iPad, and competing firms are starting to launch their iPad equivalents. How can one of these companies use the diffusion-of-innovations framework to develop promotional, pricing and distribution strategies targeted to the following adopter categories? a. Innovators b. Early adopters c. Early majority d. Late majority e. Laggards.	CO4	PO1	<b>10</b>
			<b>UNIT - V</b>			
	9	a)	What are various types of gifting situations? Give examples of companies that advertise their products using gifting strategies.	CO4	PO1	<b>10</b>
		b)	Explain different decision levels of consumer decision making.	CO4	PO1	<b>06</b>
		c)	Frequently viral videos of airline service mishaps have a detrimental effect on customer relationship management. Are you in agreement? Make recommendations for the improvement.	CO4	PO1	<b>04</b>
			<b>OR</b>			
	10	a)	Compare and contrast the economic, passive, cognitive and emotional models of consumer decision-making.	CO4	PO1	<b>10</b>
		b)	How can we move "Beyond the Decision" to a more mindful and intentional approach to consumption and possession?	CO4	PO1	<b>10</b>

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