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

Autonomous Institute Affiliated to VTU

February / March 2023 Semester End Main Examinations

Programme: B.E.

Branch: Institutional Elective

Course Code: 21ME7OECOB

Course: Consumer Behaviour

Semester: VII

Duration: 3 hrs.

Max Marks: 100

Date: 22.02.2023

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

UNIT - I

1 a) “Digital revolution empowers customers, offers personalized experiences and helps brands build strong relationship”. Do you agree? Justify your answer by quoting an example. **10**

b) Discuss customer value pyramid with examples. **10**

UNIT - II

2 a) Evaluate “Maslow’s Hierarchy of Needs” in the context of consumer behaviour with examples. **10**

b) What do you mean by “consumer learning”? Discuss the basic elements of learning. **10**

OR

3 Explain Freudian theory of Personality and its implications for marketers. **20**

UNIT - III

4 An American company is introducing a line of canned soups in India. **20**

i. How would the company use cross-cultural research?

ii. Should the company use the same marketing mix it uses in US?

iii. Which, if any, marketing mix elements should be designed specially for marketing canned soups in India?

iv. Highlight the similarities and dissimilarities among consumers of these two countries.

Explain your answer.

OR

5 a) Write short notes on: **10**

i. Psychographic segmentation

ii. Consumer analysis

iii. Non-Affluent consumers

iv. Lifestyle profiles

v. Geo-demographic clustering

Important Note: Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
Revealing of identification, appeal to evaluator will be treated as malpractice.

b) Discuss in brief the patterns of buying behaviour of persons in various social class with example. What are the marketing implications of social class as a determinant of buying behaviour? Discuss briefly. **10**

UNIT - IV

6 a) What do you understand by opinion leadership? Explain how opinion leaders influence the behaviour of consumers with an example. **10**

b) Discuss the various stages in the adoption process. **10**

UNIT - V

7 a) Discuss consumer behaviour process in purchase decision for buying a smartphone. **10**

b) Discuss the levels of consumer decision making with an example. **10**
