

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 should 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**

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