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

Autonomous Institute Affiliated to VTU

January 2024 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.

			UNIT - I			CO	PO	Marks
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.	1	a)	Describe the steps involved in consumer research process.					
		b)	Explain the concept of 'Value Proposition'.			<i>CO1</i>	<i>PO1</i>	05
		c)	Differentiate need, want and demand.			<i>CO1</i>	<i>PO1</i>	05
	UNIT - II							
	2	a)	Using Maslow's hierarchy of need as a framework, analyze how an entrepreneurs in the food/restaurant business can organize their business.			<i>CO1</i>	<i>PO1</i>	10
		b)	<i>"Just like individuals, brands also have personalities"</i> Analyze the statement throwing light on different dimensions of brand personality with examples.			<i>CO2</i>	<i>PO1</i>	10
	OR							
	3	a)	Describe classical conditioning theory of learning and analyze its marketing applications.			<i>CO2</i>	<i>PO1</i>	10
		b)	<i>"Consumer perceive different types of risks while purchasing products and services"</i> Analyze the statement, describing different types of perceived risk and the ways consumers handle them.			<i>CO2</i>	<i>PO1</i>	10
	UNIT - III							
	4	a)	Discuss the impact of culture on consumer behavior and their marketing implications.			<i>CO3</i>	<i>PO1</i>	10
		b)	Discuss the different roles played by family member in a family decision making.			<i>CO3</i>	<i>PO1</i> <i>PO6</i>	10
	OR							

	5	a)	<i>“To compete successfully in a globalized world, it is imperative for a firm to understand cross-culture consumer behavior”.</i> Do you agree? Substantiate with valid arguments and examples.	CO3	PO1 PO6	10
		b)	Discuss different types of subcultures influencing consumer behavior.	CO3	PO1	10
UNIT - IV						
	6	a)	Critically analyze characteristics of innovation affecting diffusion process.	CO4	PO1	10
		b)	<i>“Not all consumers are equally receptive to innovation due to various factors. Hence, different category of consumers take different amount of time to adopt innovations”.</i> Analyze the statement invoking different category of consumers based on adoption of innovation.	CO4	PO1	10
UNIT - V						
	7	a)	Differentiate relationship marketing from transactional marketing.	CO4	PO1	10
		b)	Discuss the input-process-out model of consumer decision making.	CO4	PO1	10
