

U.S.N.

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.

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.			UNIT - I	CO	PO	Marks
	1	a)	Describe the steps involved in consumer research process.	CO1	PO1	10
		b)	Explain the concept of 'Value Proposition'.	CO1	PO1	05
		c)	Differentiate need, want and demand.	CO1	PO1	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.	CO1	PO1	10
		b)	<i>"Just like individuals, brands also have personalities"</i> Analyze the statement throwing light on different dimensions of brand personality with examples.	CO2	PO1	10
			OR			
	3	a)	Describe classical conditioning theory of learning and analyze its marketing applications.	CO2	PO1	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.	CO2	PO1	10
			UNIT - III			
	4	a)	Discuss the impact of culture on consumer behavior and their marketing implications.	CO3	PO1	10
		b)	Discuss the different roles played by family member in a family decision making.	CO3	PO1 PO6	10
			OR			

5	a)	<i>“To compete successfully in a globalized world, it is imperative for a firm to understand cross-culture consumer behavior”. Do you agree? Substantiate with valid arguments and examples.</i>	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”. Analyze the statement invoking different category of consumers based on adoption of innovation.</i>	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
