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

Autonomous Institute Affiliated to VTU

September / October 2024 Supplementary Examinations

Programme: B.E.

Branch: Institutional Elective

Course Code: 21ME7OECOB

Course: Consumer Behavior

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)	Define consumer behavior. Discuss the scope of consumer behavior.	CO1	PO1	06
		b)	Explain the major steps in the consumer research process. Represent in block diagram.	CO1	PO1	10
		c)	Compare and contrast positivism and interpretivism research methodology to study consumer behavior.	CO1	PO1	04
			UNIT - II			
	2	a)	Highlight Henry Murray's psychogenic needs to understand non-biological human needs.	CO2	PO1	10
		b)	“Consumer imagery refers to consumers’ perceptions of all the components of products, services, and brands, and to how consumers evaluate the quality of marketers’ offerings”. Explain.	CO2	PO1	10
			OR			
	3	a)	Explain behavioural learning theories with great relevance to marketing. Give examples.	CO2	PO1	12
		b)	Explain Dr. Abraham Maslow’s widely accepted theory of human motivation based on the notion of a universal hierarchy of human needs.	CO2	PO1	08
			UNIT - III			
	4	a)	Explain the systematic approaches for measuring social class.	CO3	PO1	12
		b)	To capture the lifestyle composition of the various social-class groupings, give the consolidated portrait, pieced together from numerous sources, of the members of the six social classes.	CO3	PO1	08
			OR			
	5	a)	Define subculture. With an example give relationship between culture and subculture.	CO3	PO1	06

	b)	Compare and contrast new-age elderly consumers and the more traditional older consumers.	CO3	PO1	06
	c)	Mercedes-Benz, the German car manufacturer, is using cross-cultural psychographic segmentation to develop marketing campaigns for a new two-seater sports car directed at consumers in different countries. How should the company market the car in Turkey? How should it market the car in Japan?	CO3	PO1	08
		UNIT - IV			
6	a)	Discuss the various reasons for the effectiveness of opinion leaders.	CO3	PO1	10
	b)	Explain two-step flow and multi-step flow of communication theories with a block diagram.	CO4	PO1	10
		UNIT - V			
7	a)	Explain the relationships between various combinations of gift givers and gift receivers in the consumer gifting process.	CO4	PO1	10
	b)	Explain a simple model of consumption with block diagram.	CO4	PO1	10
