

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

Autonomous Institute Affiliated to VTU

September / October 2023 Supplementary 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

1. a) Discuss consumer research process. **15**
- b) Write a short note on 'Value Proposition' and 'Customer Satisfaction'. **05**

UNIT - II

2. a) Using Maslow's hierarchy of need as a framework, analyze how an entrepreneur in the food/restaurant business can organize their business. **10**
- b) Discuss different dimensions of brand personality. **10**

OR

3. a) Describe classical conditioning theory of learning and analyze its marketing applications. **10**
- b) Discuss different types of risks perceived by consumers. Analyze how consumer handle perceived risk. **10**

UNIT - III

4. a) Discuss the impact of culture on consumer behavior and their marketing implications. **10**
- b) Discuss the different roles played by family member in a family decision making. **10**

OR

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.

5. a) "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. **10**
- b) Discuss different types of subcultures influencing consumer behavior. **10**

UNIT - IV

6. a) Critically analyze characteristics of innovation affecting diffusion process. **10**
- b) "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. **10**

UNIT - V

7. a) Differentiate relationship marketing from transactional marketing **05**
- b) Discuss the input-process-output model of consumer decision making. **15**
