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

Autonomous Institute Affiliated to VTU

January / February 2025 Semester End Main Examinations

Programme: B.E.

Semester : VII

Branch: Institutional Elective

Duration: 3 hrs.

Course Code: 22ME7OECOB

Max Marks: 100

Course: Consumer Behavior

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
1	a)	Trace the journey of production concept to marketing concept.				<i>CO1</i>	<i>PO1</i>	10
	b)	Describe the concepts of segmentation, and elaborate on the bases of segmentation with example.				<i>CO1</i>	<i>PO1</i>	10
OR								
2	a)	Analyze the impact of digital revolution on consumer behavior.				<i>CO1</i>	<i>PO1</i>	10
	b)	Describing the concepts of customer value and customer satisfaction, analyze their importance for marketers.				<i>CO1</i>	<i>PO1</i>	10
UNIT - II								
3	a)	Discuss Maslow's hierarchy of needs in the marketing context.				<i>CO2</i>	<i>PO1</i>	10
	b)	Describing classical conditioning theory, analyze its marketing application.				<i>CO2</i>	<i>PO1</i>	10
OR								
4	a)	Analyze the components of perceived risk and how do consumers handle it.				<i>CO2</i>	<i>PO1</i>	10
	b)	Discuss the brand personality dimensions.				<i>CO2</i>	<i>PO1</i>	10
UNIT - III								
5	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>	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.

	6	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	10
		b)	Discuss different types of subcultures influencing consumer behavior.	CO3	PO1	10
UNIT - IV						
	7	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
			OR			
	8	a)	Analyze consumer gifting behavior.	CO4	PO1	10
		b)	Can social influencer be considered as opinion leaders? Analyze.	CO4	PO1	10
UNIT - V						
	9	a)	Discuss the relevance and importance of marketing research in business and marketing decision making.	CO6	PO1	10
		b)	Develop a marketing research plan to assess the customer satisfaction with after sales service of a two wheeler company.	CO6	PO1	10
			OR			
	10	a)	Differentiate qualitative research and quantitative research.	CO6	PO1	10
		b)	Discuss the relevance and importance of marketing ethics.	CO5	PO1	10
