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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.

Branch: Institutional Elective

Course Code: 22ME7OECOB

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.

<b>Important Note:</b> Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.			<b>UNIT - I</b>	<b>CO</b>	<b>PO</b>	<b>Marks</b>
	1	a)	Trace the journey of production concept to marketing concept.	CO1	PO1	10
		b)	Describe the concepts of segmentation, and elaborate on the bases of segmentation with example.	CO1	PO1	10
			<b>OR</b>			
	2	a)	Analyze the impact of digital revolution on consumer behavior.	CO1	PO1	10
		b)	Describing the concepts of customer value and customer satisfaction, analyze their importance for marketers.	CO1	PO1	10
			<b>UNIT - II</b>			
	3	a)	Discuss Maslow's hierarchy of needs in the marketing context.	CO2	PO1	10
		b)	Describing classical conditioning theory, analyze its marketing application.	CO2	PO1	10
			<b>OR</b>			
	4	a)	Analyze the components of perceived risk and how do consumers handle it.	CO2	PO1	10
		b)	Discuss the brand personality dimensions.	CO2	PO1	10
			<b>UNIT - III</b>			
	5	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	10
			<b>OR</b>			

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

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