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

Autonomous Institute Affiliated to VTU

June 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		<i>CO</i>	<i>PO</i>	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. Highlight the scope of consumer behavior.		<i>CO1</i>	<i>PO1</i>	08
		b)	Nivea is a manufacturer of personal care products, and offers products ranging from sun care to deodorants. The company would like to extend its facial care product line. Design (1) a qualitative and (2) a quantitative research design for the company focused on this objective.		<i>CO1</i>	<i>PO1</i>	12
			OR				
	2	a)	To what extent has the digital revolution positively or negatively influenced consumer behavior.		<i>CO1</i>	<i>PO1</i>	10
		b)	Scandinavian Airlines Systems (SAS) is a prominent company in the airline and hotel industry. Describe how the company can use demographics and psychographics to identify television shows and magazines in which to place its advertisements.		<i>CO1</i>	<i>PO1</i>	10
			UNIT - II				
	3	a)	You are a member of an advertising team assembled to develop a promotional campaign for a new digital camera. Develop headlines for this campaign, each based on the levels in Maslow's need hierarchy. Explain.		<i>CO2</i>	<i>PO1</i>	10
		b)	How can the principles of (a) classical conditioning theory and (b) instrumental conditioning theory be applied to the development of marketing strategies?		<i>CO2</i>	<i>PO1</i>	10
			OR				
	4	a)	Contrast the major characteristics of the following personality		<i>CO2</i>	<i>PO1</i>	12

		example.			
	b)	Why would a consumer who has just purchased an expensive high-definition television set attempt to influence the purchase behavior of others? Explain.	CO4	PO1	10
		UNIT - V			
9	a)	Find, and discuss ads that depict each of the following: a. Exploitive targeting of children b. Overaggressive advertising c. Direct-to-consumer advertising of pharmaceuticals d. Cause-related marketing	CO5	PO1	10
	b)	Why might a researcher prefer to use focus groups rather than depth interviews? When might depth interviews be preferable?	CO6	PO1	10
		OR			
10	a)	Is it right to advertise prescription medications directly to consumers? Why or why not?	CO5	PO1	10
	b)	A manufacturer of a new product for whitening teeth would like to investigate the effects of package design and label information on consumers' perceptions of the product and their intentions to buy it. Would you advise the manufacturer to use observational research, experimentation, or a survey? Explain your choice.	CO6	PO1	10
