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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.

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.

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.			UNIT - I	CO	PO	Marks
	1	a)	Define consumer behavior. Highlight the scope of consumer behavior.	CO1	PO1	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.	CO1	PO1	12
			OR			
	2	a)	To what extent has the digital revolution positively or negatively influenced consumer behavior.	CO1	PO1	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.	CO1	PO1	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.	CO2	PO1	10
		b)	How can the principles of (a) classical conditioning theory and (b) instrumental conditioning theory be applied to the development of marketing strategies?	CO2	PO1	10
			OR			
	4	a)	Contrast the major characteristics of the following personality	CO2	PO1	12

		theories: (a) Freudian theory, (b) Neo-Freudian theory, and (c) trait theory. In your answer, illustrate how each theory is applied to the understanding of consumer behavior.			
	b)	Discuss the roles of extrinsic cues and intrinsic cues in the perceived quality of: a. wines b. restaurants c. digital cameras d. graduate education	CO2	PO1	08
		UNIT - III			
5	a)	Describe the correlation between social status (or prestige) and income. Which is a more useful segmentation variable? Discuss.	CO3	PO1	10
	b)	Sony is introducing a new 27-inch TV with a picture-in-picture feature. How should the company position and advertise the product to (a) Generation X consumers, and (b) affluent baby boomers?	CO3	PO1	10
		OR			
6	a)	Distinguish between beliefs, values and customs. Illustrate how the clothing a person wears at different times or for different occasions is influenced by customs.	CO3	PO1	10
	b)	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 India? How should it market the car in China?	CO3	PO1	10
		UNIT - IV			
7	a)	Describe how a manufacturer might use knowledge of the following product characteristics to speed up the acceptance of the latest mobile phones: a. Relative advantage b. Compatibility c. Complexity d. Trialability e. Observability	CO4	PO1	10
	b)	Identify a product, service or style that was recently adopted by you or some of your friends. Identify what type of innovation it is and describe its diffusion process up until now. What are the characteristics of the people who adopted it first? What types of people did not adopt it? What features of the product, service or style are likely to determine its eventual success or failure?	CO4	PO1	10
		OR			
8	a)	Explain the stages of adoption process that a consumer undergoes before purchasing or rejecting a product. Give	CO4	PO1	10

			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
