

DR. BABASAHEB AMBEDKAR TECHNOLOGICAL UNIVERSITY, LONERE

Regular End Semester Examination – Summer 2022

Course: TY.

Branch : Computer Engg/CSE

Semester : VI

Subject Code : BTCOE605(C)

Subject Name: Consumer Behavior

Max Marks: 60

Date:26/08/2022

Duration: 3.45 Hr.

Instructions to the Students:

1. All the questions are compulsory.
2. Assume suitable data wherever necessary and mention it clearly.

	(Level/CO)	Marks
Q. 1 Solve Any Two of the following.		
A) Explain nature and scope of consumer behavior.	Understand	6
B) What are the Approaches to consumer behaviour research?	Knowledge	6
C) Illustrate and explain various buying rolls through following example. Eg: You and Friend went to a Cloth shops for his/her shopping. Suddenly your mother phoned you and asked you to buy a shirt for your father.	Application/ Evaluation	6
Q.2 Solve Any Two of the following.		
A) On what criteria would you evaluate the viability of the segment?	Knowledge	6
B) What are the various levels at which segmentation can take place?	Knowledge	6
C) Write short note on i. Bases of segmenting consumer markets. ii. Positioning strategies	Understand	6
Q. 3 Solve Any Two of the following.		
A) Compare the levels of consumer decision making w.r.t. EPS And LPS.	Analysis	6
B) Explain stages in consumer decision making process with example.	Understand	6
C) What is cognitive dissonance? How can a marketer help reduce cognitive dissonance?	Analysis	6
Q.4 Solve Any Two of the following.		
A) Explain versatility of Maslow's Hierarchy of Needs Theory with an example	Understand	6
B) List out models of Consumer Behavior. Explain economic model in brief.	Synthesis	6
C) Note the differences between Organizational and Consumer Buying.	Analysis	6
Q. 5 Solve Any Two of the following.		
A) Write short notes on : i. Social class mobility ii. Lifestyle analysis	Knowledge	6
B) What is adoption process? Explain its Stages.	Knowledge	6
C) Explain types of promotion. What is Promotion Mix?	Understand	6

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