

# School of Business

BBA  
ETE - Jun 2023

Time : 3 Hours

Marks : 100

## Sem IV - D1UA404T - Consumer Behaviour

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. Trace the path consumers take when they search for information. K2 CO1 (5)
2. Explain lexicographic decision rule. K2 CO1 (5)
3. What is cognitive dissonance? How can it be reduced? K2 CO1 (5)
4. Apply perceptual organisation principles to create an effective print advertisement for a product of your choice. K3 CO2 (10)
5. Describe how marketers can measure consumer motives. K2 CO1 (10)
6. Compare and contrast Indian consumer behavior to western consumer behavior. K4 CO2 (10)
7. Examine Values and Lifestyle (VALS) typology, also analyze components of lifestyle. K4 CO3 (10)

### OR

- Analyze product characteristics that effect diffusion of innovation. K4 CO3 (10)
8. How manager can apply consumer insights to improve performance in case of restaurant? Give some examples, K4 CO4 (15)
  9. What are the privacy implications of the increasingly wide spread monitoring of online consumers by organizations, Argue? K5 CO4 (15)
  10. Give examples, how study of consumer behavior help marketers advance consumers and societies interests via such practices as advocating social benefits and cause related marketing. K5 CO4 (15)

### OR

- Read the following case and answer question given at the end. K5 CO4 (15)
- A soft drink company distributed cell phones to preadolescents in low income areas. The phones routinely received advertising messages for the drink. Following criticism, the company said that benefits of disadvantaged children having the cell phones (e.g. safety) outweighed any exploitive targeting considerations.
- Q) Do you agree with the company's position? Explain your answer