

ST. JOSEPH'S COLLEGE (AUTONOMOUS) BENGALURU-27  
MID SEMESTER EXAMINATION- AUGUST 2019  
B.COM V SEMESTER  
BCDEM 5516 – CONSUMER BEHAVIOR

TIME: 1 Hour

MAX. MARKS: 30 Marks

SECTION A

Answer any FIVE of the following questions. Each question carries two marks. (5x2=10)

- 1) What is consumer behavior?
- 2) Give the meaning of market segmentation?
- 3) What is product positioning?
- 4) What is motivation in consumer behavior?
- 5) Give the meaning of brand personality.
- 6) What is life style?
- 7) How does self image impact buying behavior?

SECTION B

Answer any TWO of the following questions. Each question carries five marks. (2x5=10)

- 8) Briefly explain the factors influencing consumer behavior.
- 9) Explain the types of needs with examples.
- 10) Highlight and explain the Freudian theory.

SECTION C

Answer the following compulsory question. The question carries ten marks. (1x10=10)

- 11) Explain the VALS framework and consumer types.

\*\*\*\*\* End of Question Paper \*\*\*\*\*