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| **Description: col LOGO outlineST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**  Register Number:  DATE:12-12-2022 (9am) | | | |
| **B.Com - V SEMESTER** | | | |
| **END SEMESTER EXAMINATION: OCTOBER 2022**  (Examination conducted in December 2022)  **BCDEM5518 : CONSUMER BEHAVIOUR AND CUSTOMER RELATIONSHIP MANAGEMENT** | | | |
| **Time-** | **2 1/2 hr** | **Max Marks- 70** |  |
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**This paper contains three printed pages and four parts**

**Section A**

1. Answer **any five** of the following**. 5X2=10**
2. Expand VALS and give its meaning.
3. In what way does the consumer behaviour of the upper class differ from the middle class?
4. Give two examples of a brand personality.
5. What is AIOs?
6. Who is an opinion leader? Give an example.
7. List two disciplines involved in the study of consumer behaviour.

**Section B**

1. Answer **any three** of the following **3X5=15**
2. Enumerate on the purpose of market segmentation.
3. Write a short note Myers Briggs Big Five Personality.
4. What is family decision making? Briefly explain role of children in family decision.
5. Briefly explain the types of sub cultures.

**Section C**

1. Answer **any two** of the following **2X15=30**
2. Explain the stages of the consumer decision making process.
3. Discuss the various learning theories
4. Why do we form reference groups? Enumerate on the various types of reference groups.

**Section D**

1. **Answer the following (Compulsory Question) 15x1=15**
2. A visit to the Lush store is pure indulgence for the senses, and that’s exactly what the store and its planners want its customers to expect, feel, and remember. Lush manufactures a range of cosmetics including soaps, bathing foams, bath oils, creams, moisturizers, massage bars, cleansers, makeup, perfumes, and deodorants. The company was established in 1994 in Poole, in the United Kingdom, to provide cosmetics that are fresh, natural, and fun.

Lush is passionate about being fresh and organic, and this passion drives the company. Their products are made of the freshest organic fruits and vegetables and the finest essential oils. The company’s has a no-animal testing policy, environmentally friendly packaging and labeling, helpful and friendly staff, and a unique store design and ambiance.

The Lush experience starts even before one enters the shop. The exotic, natural fragrances of Lush products can be taken in from a distance, and shoppers are naturally drawn to the store. Once inside, all senses come alive within a few seconds. The colorful, unwrapped products are displayed like food on market stalls. The soaps are sold as chunky blocks that look like cheese, the Bath bombs are piled up like fruit, the face masks are kept in cold pots in salad-bar type tables, and butter cream is arranged like cake. The unusual forms of the products and the creative stocking style grab the customer’s attention, and their enchanting scents drive consumers to look even further. The overall ambiance of the store is attractive and comfortable, with the walls and lighting creating a warm effect. The furniture is made of natural wood, and the flooring is done with natural stone that creates a very fitting environment for the fresh, natural products. The sounds in the store are a combination of background music and a market-type buzz created by the salespeople’s active interaction and engagement with customers.

The location of Lush stores is mostly near high-end fashion stores, enabling them to target the latter’s high-end customers and communicates a premium image. Lush hires and trains energetic and happy people who interact with the customers as if they are taking to their friends, showing them the things they love and encouraging them to touch the unwrapped products and smell them. The salespersons offer free skin and hair consultations and invite customers for a live demonstration or even a hand massage.

Lush carefully selects the words it uses on its labels, packages, store signage, websites, and advertising. The words “fresh,” “natural,” and “handmade” are used extensively. Labeling contains names of natural ingredients like chocolate, olives, sugar, cinnamon, coconut oil, and honey. The choice of words in different communications is creative, and this adds to its fun and green image;

**Questions**

1. Discuss how Lush uses sensory marketing for its products.
2. Identify characteristics of Lush’s consumers
3. Write a short note on elements of perception.

(**8+2+5)**