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Register Number:

DATE: 09-03-2022

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**B.Com– V SEMESTER**

**SEMESTER EXAMINATION: October 2021**

**(Examination Conducted In February-March 2022)**

**BC DEM 5518: Consumer Behaviour and Customer Relationship Management**

Time- 2 ½ hrs Max Marks-70

**This paper contains two printed pages and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**2 x 5 = 10 marks)**

1. What is the meaning of consumer decision making?
2. Identify two patterns of reinforcement and provide an example of how each can be used in the marketing context?
3. What is self-Image?
4. Why are reference groups important to consumers?
5. How does consumer lifestyle impact buying behaviour. Give an example
6. Why is the study of sub-culture important to a marketer ?

**Section B**

**II.** Answer ***any three*** of the following (**5 x 3 = 15 marks)**

1. The Internet and social media are very powerful tools that can influence and shape human behaviour”. In this context bring out the relevance of understanding online consumer behaviour by marketers.
2. Enumerate the various disciplines that have contributed to the study of Consumer Behaviour?
3. Explain operant and classical conditioning
4. Briefly explain the difference between a consumer and customer.

**Section C**

**III.** Answer ***any two*** of the following (**15 x 2 = 30 marks)**

1. What do you understand by the term Attitude? Explain with an example, why marketers and consumer researchers are interested in learning about the link between consumer behaviour and attitudes.
2. Explain the relevance of Maslow’s Hierarchy of Needs in Consumer Behaviour? How could Maslow’s hierarchy be used to develop marketing strategy for the following?
3. Being Human
4. Mc Donalds
5. Listerine Mouth Wash
6. Mac Cosmetics
7. Jaguar
8. Explain the changes in Consumer behaviour caused due to the ongoing covid 19 pandemic.

**Section D**

**IV. Answer the following (15marks)**

Imagine taking a bite of a succulent mutton keema samosa, and you are told that what you are eating is not a mutton snack but a plant-based alternative. That has to rock your world because what you have eaten tastes just like mutton. You take another bite just to confirm what you have been told is true. But no matter what, you can’t tell the difference. It is not an invented scenario borne out of someone’s imagination, nor is it science fiction. Plant-based meat is making its presence known with a range of alternative meat products disrupting the Indian market at an astonishing pace. In recent years, the plant-based meat industry has grown in popularity and market share.  Consumers are becoming more aware of the health benefits and long-term viability of alternative meat substitutes. On a global scale, plant-based meat market retail sales grew from $3.4 billion in 2019 to $4.2 billion in 2020, jumping by an astonishing 23.5 percent. Consumers realize the adverse effect of meat consumption on their health and lifestyle. Although India has a substantial population of vegetarians - about 29percent, there has been a considerable rise in the number of individuals adopting vegetarian and vegan foods.

Many startup companies in India are expecting the mock meat market to flourish in the coming years in a significant way. Indian plant-based startups have products that cater to a wide range of customers. India consists of a varied customer base that shows some interest in mock meat. These include the ex-meat eaters who have parted ways with meat, meat-eaters who have turned vegan, fitness enthusiasts who want healthier alternatives, individuals who avoid eating meat on religious occasions, vegetarians who eat meat by choice as well as vegetarians who are curious to experience what meat tastes like. Using cutting-edge manufacturing techniques, the right ingredients, and raising awareness among the young and future generations about the health and environmental benefits of plant-based meat over animal meat, Indian brands are ready to provide consumers with the means to lead healthy lives and contribute towards a sustainable future.Even with numerous plant-based companies working towards the same goal, there is still a gap in the market because a large percentage of the population is still uninformed of this burgeoning industry. Therefore, it is critical to educate customers about the pros of this industry

1. What opportunities does the Indian market offer to Plant based start-ups**?(5 marks)**
2. What factors have influenced veganism as a lifestyle choice? ? (**5 marks)**
3. What strategies can start-ups adopt to accelerate consumer adoption of plant-based meat? ? (**5 marks)**