

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DRM/PGDRM/DBM/PGDBM/DMM/PGDMM/DBFM/PGDBFM

Examination: June 2017
Subject: Consumer Behaviour

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4 (Marks: 2X5=10)

- a) Explain briefly Maslow's Hierarchy Theory.
- b) What are five different disciplines in the study of Consumer behavior and explain with one example.
- c) What do you mean by Analysis of Market Opportunity & Target Market Selection ?
- d) Explain Consumer Research process.

Q.2) Write Short Notes on any 2 out of 5 (Marks: 2X5=10)

- a) What is Null Hypothesis explain with one example ?
- b) Qualitative Research.
- c) Explain different types of Survey of Data collection.
- d) Explain Personal Selling with one example.
- e) Motives.

Q.3) Attempt any 3 out of 5 (Marks: 3X10=30)

- a) Explain different type of Motive Arousal with example.
- b) Explain Motivational Research with one example.
- c) Explain differentiation of Brand Loyalty & Brand Equity with one example.
- d) Why understanding Consumer Personality is crucial for the Marketers ?
- e) Explain Psychoanalytic Theory.

Q.4) Attempt both the questions (Marks: 2X10=20)

- a) What are the five dimensions of brand personality explain with one example for each ?
- b) What are elements of Learning, explain each with one example ?
