

SVKM's NMIMS
School of Distance Learning

Programme: DMM/PGDMM

Academic Year: 2011-2012

Subject: Consumer Behaviour

Date: 26.12.2011

Semester: II

Marks: 70

Time: 3.00 p.m to 6.00 p.m

Course: old

Q1. Attempt any 2 out of 4

10 Marks

- a) Explain Maslow's hierarchy of needs
- b) Discuss types of consumer involvement with examples
- c) Mention four strategies for increasing the purchase involvement of the product "ceiling fan".
- d) What factors are the most important in terms of retrieving information?

Q2. Write Short notes on any 2 out of 5

10 Marks

- a) Social class
- b) Cognitive dissonance theory
- c) Application of consumer behaviour in marketing
- d) Modified Re-buy situations
- e) Fisher's organizational buying behaviour model

Q3. Attempt any 3 out of 5

30 Marks

- a) Explain different lifestyle profiles in Indian context
- b) Discuss nicosia's model of consumer decision process in detail with an example
- c) What are the factors which influences organizational buying
- d) Explain importance of family in decision making process. What are the different roles played by individual in family decision making?
- e) Your company sells personal computer. Analyse the post purchase behaviour of your customers and the actions taken in cases of customer dissatisfaction

Question (4) answer any 5

20 Marks

What do you understand by consumer involvement. How would you classify the following purchase decision in terms of high or low involvement decisions? Explain the reason for your classification in each case.

- a) Toothbrush
- b) An anniversary greeting card
- c) Restaurant selection
- d) Automobile
- e) Selection of school for your child
- f) Stationery for daily use