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SVKM'S
Narsee Monjee Institute of management Studies (NMIMS)
School of Distance Learning

Semester II DMM 2009 - 10
SEM II - PGDMM

Subject : CONSUMER BEHAVIOUR

DATE: - 29-12-2009

TIME: 3 PM TO 6 PM

Time : 3 hours
Maximum Marks : 100

Instructions : Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

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

Q1 Attempt any 2 out of the following

Marks : 10

- a) Explain the characteristics of culture and the influence the culture has on consumer Decision Making.
- b) Are there really differences between the consumption patterns of North and South Indian individuals? Justify your answer.
- c) What do you understand by extensive problem solving, limited problem solving and reutilized response behaviour?
- d) What kind of decision process can you expect in the following cases and why?
 - (i) Purchase of a greeting card for a close friend.
 - (ii) Purchase of an after shave lotion/moisturiser.

Q2 Write short notes on any three of the following

Marks : 15

- (a) Extensive Problem solving versus Limited Problem solving
- (b) Motivational Research
- (c) Trait theory of personality
- (d) Buying stage and situational influences
- (e) Howard Sheth Model

Q3 Attempt any 3 out of 5 questions given below

Marks : 45

- a) Discuss the Family Life Cycle Stages and their influence on Consumer Buying Behaviour.
- b) You are the brand manager of a new line of light weight autofocus, economically priced digital cameras. Describe how an understanding of consumer behaviour will help you in your segmentation strategy and promotion strategy. What are the consumer behaviour variables that are crucial to your understanding of this market?

- c) Which of the stages of the family life cycle would constitute the most lucrative segment/segments for the following products and services?
- (a) Domino's pizza
 - (b) Mobile telephones
 - (c) Mutual funds

Justify your answer.

- d) Gillette, an established market leader in shaving products, is planning a foray into skin care products for men. How can the company use stimulus generalisation to market these products? Can instrumental conditioning also be applied in this marketing situation? How?
- e) Discuss any three approaches to study lifestyle of a consumer.

Q4.

Marks : 30

You have been appointed as a marketing manager in a firm manufacturing and marketing cosmetics . Prepare a note for the management covering the following aspects.

- (i) Use of social class for market segmentation
- (ii) Relevance of culture in studying the behaviour of consumer
- (iii) Importance of studying pre - purchase behaviour
- (iv) Importance of studying post - purchase behaviour

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