

SVKM's NMIMS
NMIMS Global Access – School for Continuing Education

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

June 2013 Examination
Subject: Consumer Behavior

Semester: II
Course: New
Marks 70

Date: 22.06.2013

Time: 11.00 a.m. to 2.00 p.m.

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 .

Q1 Attempt any 2 out of 4 (Marks 10)

- a) What is Psychographic segmentation ?
- b) What are the various functions of channels of distribution ?
- c) What do you understand by brand image ?
- d) What do you mean by Halo Effect ?

Q2 Write short notes on following (Any 2) (Marks 10)

- a) Primary data
- b) Perception
- c) Learning
- d) Culture
- e) Attribution theory

Q3 Attempt any 3 out of 5 (Marks 30)

- a) What do you mean by attitude? Explain the functions of attitude.
- b) What do you mean by cross culture consumer behaviour ?
- c) How does family influence buying behaviour ?
- d) What are the steps in consumer decision making process?
- e) What are the barriers to adoption of Innovation?

Q4 Attempt any 2 out of 3 (Marks 20)

- a) What are the essential elements of learning?
- b) What do you mean by Sub culture ? What are the types of sub cultures ?
- c) What do you mean by opinion leadership ?
Explain the characteristics of Opinion leaders .