

# SVKM's NMIMS

## School of Distance Learning

Program: PGDMM (MNYL)

Semester: II

Academic Year: 2012-13

Course: New

Subject: Consumer Behaviour

Marks: 50

Date: 05/01/2013

Time: 3:00p.m. to 5:00 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.

NB:

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

Q1. Discuss or write short notes on any 2 out of 4. (Marks: 2\*5=10)

- a) Strategic Application of Consumer Behaviour.
- b) Self Image and Brand Image
- c) Use of Consumer Perceptions
- d) Social Stratification in Consumer Behaviour

Q2. Write short notes Attempt any 2 out of 5. (Marks: 2\*5=10)

- a) Consumer Involvement Theories
- b) Information processing and memory in consumer behavior
- c) Attitude Model
- d) Cognitive Dissonance Theory
- e) Rural vs Urban Consumer Behaviour

Q3. Attempt any 3 out of 5. (Marks: 3\*10=30)

- a) Explain Consumer Behaviour Modeling and Research.
- b) Explain Consumer Motivation in detail.
- c) Explain Consumer Decision making process.
- d) Explain Functions of Attitude.
- e) Explain Consumer Behaviour and diffusion of Innovation.