

SVKM's NMIMS
School of Distance Learning

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

Academic year: 2012 – 2013

Subject: Consumer Behaviour

Semester: II

Course New

Marks 70

Date: 09.01.2013

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) Difference between consumer and customer with example
- b) What is brand image, explain with example.
- c) Rural v/s Urban consumer behaviour
- d) Difference between qualitative and quantitative research.

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

- a) Just Noticeable difference
- b) Halo Effect
- c) Life time value of a customer
- d) laggards
- e) **Consumer socialization**

Q3) Attempt any 3 out of 5 (Marks 30)

- a) **Explain** the various consumer buying behaviour stages with respect to purchase of a house by a middle class family man.
- b) What is diffusion of innovation? Explain it in the context of dish washers in India.
- c) What is perception? Explain its implication on consumer buying behaviour.
- d) How do changes in socio-cultural forces affect businesses? Explain with an example.
- e) Discuss some prominent changes in various demographic segments that have affected businesses globally.

Q4) Attempt any 2 out of 3 (Marks 20)

- a) Explain culture and subculture and its effect on marketing mix in detail.
- b) You are the marketing manager of a newly set up private club, with a closed membership, that typically offers a variety of recreational sports facilities such as golf, tennis, swimming etc. What are the consumer behaviour variables that are crucial to your understanding of this market? Also outline a segmentation strategy, with rationale for your choice of target markets.
- c) Does a consumer play the same role in every purchase process? Explain the dynamics of consumer roles in the decision making process?