

Xerox

SVKM's NMIMS UNIVERSITY
School of Distance Learning

Consumer Behaviour
DMM/PGDMM

Date: 7.6.2007

Marks: 100

Time: 11.00 am to 2.00 pm

1. **Answer any 4 questions out of 6 questions.**
2. **Practical orientation necessary.**

1. What are the various strategies that can be used to change components of an attitude
 - Affect
 - Behavior
 - Cognitive
2. How should a retailer deal with consumers immediately after purchase to reduce the post purchase dissonance .What specific action would you recommend and what effect would you intend to have with these action.
3. Show how culture has impacted the marketing mix of "Cosmetics".
4. Family decision-making differs from product to product. Discuss who plays roles of initiator, influencer, decider, user for **any one product** & how does this impact the marketing strategy.
 - a) Home Paints
 - b) Washing Machines
5. Social Class differences impact the 7Ps. In light of above, discuss the social class differences that impact **any one product**.
 - a) Magazines
 - b) Automobiles
6. Give 5 examples each of how marketers use the 3 concepts of selective attention, selective distortion & selective retention to market their products.
7. Using the diffusion of innovation model, take examples of 10 products that have used different elements of the model to diffuse their product (For each element, take example of different product).

8. Describe the decision-making stages for selection of a management institute.
Highlight the concepts of
- a) Problem recognition →
 - b) Evaluation of alternatives Information sources & model for evaluation
(Compensatory, non-compensatory)
 - c) Selection time taken etc.
 - d) Purchase decision
 - e) Post-purchase behavior & Show how marketers need to use this knowledge
to effectively market their institute