

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2013 – 2014

Semester: II – RE-EXAM

Subject: Consumer Behaviour

Marks : 50

Date: 17.12.2013

Time: 3.00 p.m. to 5.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q. 1) Write short notes on (any 2 out of 4)

(Marks: 2X5=10)

- a) Retail segmentation
- b) Perceived service quality
- c) Brand loyalty
- d) Customer v/s Consumer

Q. 2) Write short notes on (any 2 out of 5)

(Marks: 2X5=10)

- a) Diffusion of innovation in service
- b) "Brand is the goodwill of the company"
- c) Culture v/s Sub-culture
- d) Consumer motivation
- e) Tri-component attitude model

Q. 3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain the statement "customer values the product on the basis of price".
- b) Explain features of attitude of consumer behaviour.
- c) Explain the term consumer behaviour and its objective.
- d) Explain the Consumer Protection Act 1986 and their benefits for consumer.
- e) "Consumer follow brand, brand is attitude" explain.
