

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

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

Academic year: 2013 – 2014
Subject: Consumer Behaviour

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 21.12.2013

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 5 (Marks 10)

- a) Briefly explain brand image with illustrations .
- b) What are the factors affecting consumer behavior?
- c) Explain the functions of channels of distribution.
- d) Bring out the difference between rural and urban consumer behavior.
- e) Discuss primary data collection.

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

- a) Maslow's Hierarchy of Needs
- b) Halo effect
- c) Classical conditioning
- d) Social groups
- e) Diffusion of innovation for product .

Q3 Attempt any 3 out of 5 (Marks 30)

- a) Explain the disciplines involved in the study of consumer behavior .
- b) Distinguish between self image and Brand Image .
- c) Explain the role of culture ,social class and reference groups in influencing the field of study of consumer behavior .
- d) What is perception? Explain its implications on consumer buying behavior.
- e) Discuss some prominent changes in various demographic segments that have effected business globally .

Q4 Attempt any 2 out of 3 (Marks 20)

- a) Discuss aims and objectives of consumer protection laws .
- b) Discuss the steps in consumer decision making process .
- c) You are a marketing manager of a new IT company who has started offering Tablets lower than the cost of other tablets available in the market .What do u think are the factors and marketing segmentation strategy for consumer behavior as a marketing manager you will have to prepare .