

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: 14.07.2012

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) What are the factors influencing buyer behaviour?
- b) What is Psychographic segmentation
- c) How consumer's behaviour is influenced by internal conditions such as personality, motivation, knowledge and attitude?
- d) What are the various functions of channel of distribution

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

- a) 7 O'Ss framework
- b) Classical Conditioning
- c) Selective attention
- d) Porter's five forces
- e) Role of opinion leaders on consumer behaviour.

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

- a) Differentiate between individual buying and organisational buying by taking the example of purchase of computer
- b) Why you need to study 'Consumer Behaviour'? What are the other disciplines in the field of study of 'Consumer Behaviour'?
- c) Explain the role of culture, social class and reference groups in influencing the decision making process of a consumer?
- d) Bring out the scope of marketing research in case of TV purchase and use.
- e) How do social factors like reference groups, family friends affect consumer decision?

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

- a) Explain the concept of family life cycle. How do the family life cycle stages affect the buying behaviour of a consumer?
- b) Although the India tablets market is still nascent, but it is growing with a high rate. An I - pad is no more perceived as a product needed for software engineers. It is being used even school going children, internet users, colleges, universities, engineers, doctors etc. keeping in view the attitude towards the I pad, you are required to design a model to study about the consumer behaviour to know about various factors that influence consumer behaviour in India for a new brand of a I Pad
- c) While surfing the internet you came across an electronic roti maker, which you found user friendly and value for money. It boasted about a six month guarantee. When the roti maker was delivered to you, to your surprise it was defective and looked second hand. What steps will you take against the company? Explain with respect to Consumer Protection Act.