

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2014 – 2015
Subject: Consumer Behaviour
Date: 17.06.2014

Semester: II - RE-EXAM
Marks : 50
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) Consumer Research process
- b) Cognitive learning theory
- c) Levels of Consumer Decision Making
- d) Organizational buying decision phases

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

(Marks: 2X5=10)

- a) Neo-Freudian Personality Theory
- b) Arousal of motives
- c) Tri-component Model
- d) Elements of consumer learning
- e) The Diffusion of Innovation Process

Q. 3) Attempt (any 3 out of 6)

(Marks: 3X10=30)

- a) Consider two advertisements, one, which is designed to reinforce an existing attitude and the other attempts changing existing attitude, discuss.
- b) Discuss the importance of personality and motivation in segmenting the Indian market for foot wears.
- c) Define reference groups and their types. What are the applications of reference groups in marketing?
- d) Discuss the steps involved in purchase decision of a LED TV. Also mention a few advertisements that influenced you.
- e) How does product innovation and unique offerings have helped business-to-business markets (companies) to grow?
- f) Taking examples of different products/brands. Show how perception affects the marketing strategies.
