

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: December 2014

Subject: Consumer Behaviour

Date: 29.12.2014

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
- 

**Q. 1) Write Short Notes on (any 2 out of 4)**

**(Marks: 2X5=10)**

- a) Perceived Risk b) Brand Equity & Brand Loyalty c) Maslow's Hierarchy of Needs d) Subliminal Perception

**Q. 2) Write Short Notes on (any 2 out of 5)**

**(Marks: 2X5=10)**

- a) Sensory Memory b) Memory Process c) Tri-component Attitude Model  
d) Attribution Theory e) Culture & Sub-Culture

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

**(Marks: 3X10=30)**

- a) What is Qualitative & Quantitative Research, explain with one example for each  
b) What are the methods used for data collections, and explain each one example  
c) Discuss on Cross-cultural consumer behaviour with appropriate example  
d) How is Rural consumers behaviour is different from Urban Consumers behaviours, explain both with any one example.  
e) Discuss Social Stratification with respect to India.  
f) What is Diffusion of Innovation, explain how it affects consumer behaviour (Explain with one example)