

SVKM's NMIMS

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DSM/DRM/PGDRM/DBM/PGDBM/DMM/PGDMM/DBFM/PGDBFM

Examination: December 2014

Subject: Consumer Behaviour

Semester: II

Course : New

Marks : 70

Time: 11.00 a.m. to 2.00 p.m.

Date: 03.01.2015

Instructions:

1. Answer to each new question to be started on a fresh page
2. Figures in bracket indicate full marks

Q. 1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) What are attitudes? explain with at least one example
- b) Explain Maslow's theory of motivation with one example
- c) What is Sale of Goods Act, 1979 explain
- d) What is Opinion leadership explain with one example

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

(Marks: 2X5=10)

- a) Motive Arousal b) Motivational Research c) Involvement Theory d) Brand Image
- e) Product Liability

Q. 3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain the key process behind consumer decision making behaviour when they go to buy electronic item like smart phone, what are the various motivations and needs for people to buy?
- b) You agree that advertising affect individual's psychological process of perception learning and motivation, explain with appropriate example.
- c) Explain the key process behind consumer decision making behaviour? What are the various motivations and needs for people to buy?
- d) What are the various ways in which you can segment a market? How market segmentation help the company enter the market, please take one example of any product and explain.
- e) Explain with one example how does Culture & Sub-culture of the country very crucial for marketers in positioning their products?

Q. 4) Attempt both the questions

(Marks: 2X10=20)

- a) Build a questionnaire to capture the likes and dislikes of people and their attitude towards use of Tobacco in different forms.
- b) Explain what product life cycle is, and explain with one example how each product cycle is determined.

Y ————— X