

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: June 2015
Subject: Consumer Behaviour
Date: 18.06.2015

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) Qualitative Research
- b) Post Purchase evaluation
- c) Primary data collection
- d) Motivational Research

Q. 2) Write Short Notes on (any 2 out of 5) (Marks: 2X5=10)

- a) Brand Image
 - b) Data collection Instruments
 - c) Physiological needs
 - d) Psychoanalytic theory
 - e) Indian Culture & Sub-Culture
- (Explain with one example for any question attempted above)

Q. 3) Attempt any (3 out of 6) (Marks: 3X10=30)

- a) If you want to launch smart phone in India how do you go about market segmentation
- 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 do you decide about entering type of market entry when you have new product to be launched, explain with any one example.
- e) What are the criteria you will factor into your strategy if you want to launch your product to rural consumers.
- f) It is believed that technology acts as a entry barrier for competition and also cause for shorter product life cycle, give your opinion on the same.