

SVKM's NMIMS

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

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

Examination: June 2015

Subject: Consumer Behaviour

Semester: II

Course : New

Marks : 70

Date: 22.06.2015

Time: 11.00 a.m. to 2.00 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) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) What are discipline of Consumer behaviour, describe each with one example
- b) What is Qualitative and Quantitative research explain each with one example
- c) The MNC company would like to launch their shampoo in Indian market, as a marketing expert in India, what are your recommendations to launch their product successfully in India.
- d) How do you differentiate between "Customer" & "Consumer" explain with appropriate example

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

(Marks: 2X5=10)

- a) Ideal Self b) Trait Theory c) Self-concept Theory d) Sensation e) Subliminal Perception

Q. 3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Product packaging is crucial and critical in understanding consumer behaviour – Explain with taking one appropriate example
- b) If new company with new unique product wants to enter the market, explain how consumer perceive the product and company and why? Explain with one example
- c) Explain consumer decision making process if they want to purchase Air conditioner for their house. What are the various motivations and needs for people to buy?
- d) What is market segmentation and explain each with one example
- e) Why country specific culture is crucial for marketers, explain with one example

Q. 4) Attempt both the questions

(Marks: 2X10=20)

- a) Build a questioner for new product launch of low cost smart phone in Indian market.
- b) Product life cycle get shortened under what circumstances and explain with one example.