

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

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

Examination: December 2015
Subject: Consumer Behaviour

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 18.12.2015

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 the different strategic applications of consumer behaviour and explain in detail one of the application.
- b) Explain six major steps involved consumer research process explain each of them briefly
- c) Describe the concept of Motive Arousal; explain different types of Arousal in brief
- d) Describe Motivational Research with an appropriate example

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

(Marks: 2X5=10)

- a) Involvement Theory
- b) Concept of Brand Equity
- c) Personality
- d) Trait Theory
- e) Self-Image

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain what is Actual self and Ideal Self and identify differences
- b) Explain the concept of Brand Personality by taking any one appropriate example
- c) Explain the concept of Perceived Risk; give an appropriate example
- d) Explain Sensory memory and Short-term memory and Identify differences
- e) Explain the characteristics of culture

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Explain the social classification in India and how it is useful in designing good marketing strategies.
- b) Describe factors affecting the diffusion of innovation
