

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

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

Examination: June 2016  
Subject: Consumer Behaviour

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

Date: 17.06.2016

**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) Cite examples of products having husband-wife influences & justify.
- b) What are open-ended questions? Give examples to support your answer.
- c) "Human behaviour is goal oriented." – Discuss how marketers explore this goal-orientation.
- d) Explain Cognitive Dissonance Theory.

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

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

- a) Opinion Leaders
- b) Consumer Decision Making Process (draw the flowchart)
- c) Consumer Protection (Distance Selling) Regulations, 2000
- d) Cognitive Learning Theory
- e) Marketing Myopia

**Q.3) Attempt any 3 out of 5**

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

- a) State the functions of attitude and explain each with suitable examples.
- b) Various fields of studies have together contributed in 'consumer behavior'. Name the fields.
- c) Draw the diagram of Consumer Research Process to indicate each step in it.
- d) Explain Maslow's pyramid of needs hierarchy. Draw the pyramid and give examples of needs.
- e) Discuss the nature of personality.

**Q.4) Attempt both the questions**

**(Marks: 2X10=20)**

- a) Make a set of closed-ended questions to be used in a consumer research survey questionnaire, using different types of closed-ended question methods (for a newly launched e-retail mobile app, which is failing to gain popularity).
- b) The smart-phone era is seeing Travel Agencies losing relevance in the travel sector. Explain the various reasons behind it from an urban consumer's point of view.

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