

SVKM's NMIMS

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

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

Examination: December 2016
Subject: Consumer Behaviour

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

Date: 16.12.2016

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) Explain briefly Sale of Goods Act 1979.
- b) Briefly explain consumer protection Act 1986.
- c) What is retail segmentation explain each briefly.
- d) What do you mean by extended decision-making process, give one example.

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

(Marks: 2X5=10)

- a) Why information search is essential for consumer's decision making process?
- b) Why do you think that communication is vital for innovation diffusion process?
- c) What are the five categories of adopters, explain each of the category?
- d) What are the three barriers to adoption of Innovation explain each barrier?
- e) Explain the concept of parent-child influences.

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain why understanding of social class is crucial for framing marketing strategies,
- b) Who are opinion leaders how are they are important in consumer decision making process.
- c) Explain Rural v/s Urban consumer behavior with an example.
- d) Why culture plays a vital role in framing marketing strategy, explain with an example.
- e) Explain the concept of cross-cultural consumer behavior with an example.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Explain four different types of functions of attitude, explain each one of them.
- b) Explain different types of elements of learning with an example.
