

**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

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

Examination: April 2018

Subject: Consumer Behaviour

Date: 20.4.2018

Semester: II

Course : New

Marks : 70

Time: 11.00 a.m. to 2.00 p.m.

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**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) Explain retail consumer's buying process.
- b) Explain Sale of Goods Act 1979 with an example
- c) What are the three different types of data collections for quantitative study? Explain each
- d) Explain consumer motivation with an example

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

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

- a) Retail segmentation
- b) Product liability
- c) Null hypothesis
- d) Motive Arousal
- e) Motivational research

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

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

- a) What is the difference between Brand loyalty and Brand Equity?
- b) What is consumer personality? Explain nature of personality.
- c) How is Sensing-thinking personality is different from Sensing-feeling personality.
- d) Explain Self-concept theory with an example.
- e) Explain the concept of Actual Self & Ideal Self with an example.

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

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

- a) What do you mean by brand personality explain each with an example
- b) What is perceived risk explain with an example

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SVKM