

**SVKM'S NMIMS UNIVERSITY
SCHOOL OF DISTANCE LEARNING**

PROGRAM (Semester): DMM (II) /PGDMM (II)

Subject: Consumer Behaviour

Marks: 100

Time : 3 hrs

Date: 26.05.09 (3.00pm to 6.00pm)

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB:

1. Answer to each new question to be started on a fresh page.
2. Attempt any five questions
3. All questions carry equal marks

1. What is consumer insight? Why is it so important to today's marketer?
2. What is the difference between generic and selective need recognition? When might each be an appropriate target of marketing activities?
3. What is lifestyle and why is it thought to be useful?
4. What are feelings and why are they important in understanding consumer behavior?
5. Why are companies interested in consumers' intentions? What are some of the intentions companies are interested in?
6. How do society's values change and what are some of the major changes taking place currently in India?
7. Short Notes: Any Two
 - (1) Conditional Learning
 - (2) Tricomponent Theory
 - (3) Subliminal Perception.

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