
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)



उत्तराखण्ड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-PGDMM-First Semester

Programme Code- PGDMM-17

Course Name- Consumer Behaviour

Course Code-MS 503

Maximum Marks-20

Session - 2017-18, Summer Last Date of Submission: 31st October 2017

Session - 2017-18, Winter Last Date of Submission: 30th April 2018

Section-A

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Segmenting Consumer Markets.
2. Personality and Understanding Consumer Diversity.
3. Multi-attribute Attitude Models.
4. Integrated Marketing Communication.
5. The Family Life Cycle.
6. Customer Communities.
7. Product Replacement Strategies.
8. Organizational Buying Behavior.

Section-B

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

1. Describe the personality trait theory. Give five examples of how personality traits can be used in consumer research.
2. Explain how the product manager of a breakfast cereal might change consumer attitudes toward the company's brand by ;
 - a) Changing beliefs about the brand.
 - b) Changing beliefs about competing brands.
 - c) Changing the relative evaluation of attributes, and
 - d) Adding an attribute.
3. As a marketing consultant, you have been asked to evaluate a new promotional campaign for a large retail chain. The campaign strategy is aimed at increasing group shopping. What recommendations would you make?
4. What are the factors that influence business buying behavior? Describe them by giving suitable examples.