

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)*****MBA Third Semester / PGDMM Ist Semester Assignment*****Programme Name- MBA Third Semester/ PGDMM First Semester****Programme Code-MBA-10/PGDMM-10****Course Code:MM 2203****Course Name-Consumer Behaviour****Maximum Marks-40****Last Date of Submission: 15 Jan, 2012****Session: 2011-12 (Summer)****Section-A**

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following-

1. Concentrated Targeting
2. Involvement theory
3. Freud's Psychoanalytic Theory
4. Blogging
5. Marketing Communication Process
6. JIT
7. Reverse Marketing
8. IMC

**Section-B**

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.

1. A MNC food chain has launched its operations in India? What criteria should be kept in mind for successful positioning of its products?
2. Explain how the product manager of a breakfast cereals 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. Tata motors is planning to develop a new Multi Utility Rural Vehicle (M.U.R.V.). Explain the various steps that are involved in the process of development of this new product.

4. You have recently purchased a motorcycle? Keeping in mind the various consumption roles such as influencers, deciders, gatekeepers, users, etc analyse the roles that various members of your family played while making that purchase.

