



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (April / May 2019)

School: School of Management

Program: MBA (SM/MAC)

Course: Consumer Behaviour

Course Code: MGT 504

Semester: II

Max Marks: 50

Duration (mins): 120

Answer any 5 questions

1. Define culture. Explain the terms enculturation and acculturation. How are cultural values measured?
2. Discuss the strategic differences between traditional media channels and new media. Compare broadcasting and narrowcasting and explain why marketers are moving away from using broadcasting and into narrowcasting and addressable marketing.
3. What is diffusion of Innovation? What are the types of innovations from a customer's perspective? What are the product features that affect adoption?
4. What are the stages of the family life cycle? How does the family influence the consumer socialization of children?
5. What are the uses of Exploratory Research? Why might a researcher prefer to use focus groups rather than depth interviews? When might depth interviews be preferable?
6. How does social stratification impact consumer behaviour? Explain how the new SEC system is used to classify households in India.
7.
 - Explain a person's attitude toward a BMW car in terms of the tri-component model.
 - Explain ELM

***** ALL THE BEST******