

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Ph.D. Course Work (Online Examination) September 2021

Subject Name: Theories and Research in Consumer Behaviour

Subject Code: DRM-EM-02

MM: 75

Time: 03Hours

Email Id of the Examiner: mdshahnawazabdin@gmail.com

Email Id of the Assistant Superintendent of Exams: matloobullahkhan@jamiahamdard.ac.in

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

1. Students have to submit the **Scannedhand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
2. Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
3. An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
4. In Special circumstances the copy may be accepted till 2:00 pm with approval of deputy Superintended of examination and this facility can be availed not more than one time in Ph.D. course work examination
5. If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
6. The attached PDF shall be named as follows --
 - a. Roll No- Full Name-Enrollment Number-Course--Subject Abbreviation
(Example: 209334032-Rabia Shaheen-2020-334-032-DRM-101)and students shall also mention the same in subject line of the email& his/her answer copy also.
7. Answer All Questions, each carry equal marks.

Q1: How does an understanding of buying motives, buying roles and post-purchase dissonance help in consumer based research? Elaborate with relevant examples.

Q2: "The ultimate aim of studying consumer behavior is to ascertain the actual/hidden/underlying reasons for consumer response." Do you agree? Explain your argument with suitable examples.

Q3: How will you try to ascertain consumer perception and/or image in the case of services? Elucidate your argument with proper examples.

Q4: "Consumer decision making and choice is governed by his/her personality." Argue in favour or against.

Q5: Create a market segmentation strategy for marketing of cars. Which factors will you take care of? Elaborate.
