

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
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Ph.D. Course Work Examination April 2022

Subject Name: Theories and Research in Consumer Behavior

MM: 75

Subject Code: DRM-EM-02

Time: 03Hours

Note:

1. Answer any five Question, each carry equal marks.

Q1: As a marketer of consumer durables like refrigerators, washing machines etc., what strategies would you adopt for responding to post purchase feelings of your consumers? Discuss.

Q2: What products do you think generally are purchased and used for emotional reasons. How would the decision process differ for an emotion-driven purchase compared to a more functional purchase?

Q3: How might the following organizations implement the strategy of market segmentation?

- a. Manufacturer of personal computers
- b. Manufacturer of ready-to-eat foods.

Q 4: Critically analyze the 'Maslow's hierarchy of need's theory and its relevance for marketers. What are its major flaws? Explain.

Q5: Think of your favorite restaurant. Analyze the ambience of the restaurant by focusing on their décor features (interior decoration, lighting, seat arrangement) auditory features (the type and loudness of music, customer noise), olfactory features (food aromas), and tactile features (tablecloths, napkins, seat upholstery). How are the customer's sensory perceptions likely to affect their overall image of the restaurant?

Q6: What is traits theory of personality? Explain the impact of personality traits on consumer behavior.

Q7: Explain the concept of culture and subculture. Discuss the relevance of sub-cultural segmentation in case of the following products:

- (a) Ready to eat food products
- (b) Apparels

Q8: Pick two stages in the household life cycle (HLC). Describe how your marketing strategy, for the following products, would differ depending on which group was your primary target market

- a) Toothpaste
- b) Motorcycle.