

Ph.D. Coursework Examination

February, 2021

DRM-EM-02

THEORIES AND RESEARCH IN CONSUMER BEHAVIOUR

Maximum Marks: 60

Time: 03 Hours

Attempt any five out of the following questions. Each question carries 12 marks.

(5 X 12 = 60)

1. Why is it important for a researcher to understand the consumer decision making process? What is the relevance of studying buying motives of consumers? Elaborate.
2. How would you try to extract information pertaining to post-purchase dissonance in a buying situation? How can marketers try to mitigate risk due to post-purchase dissonance?
3. Explain the Blackbox model of consumer behavior. Illustrate the importance of the same using an example.
4. "Communication with the consumer should be clear and direct." Do you agree? Elucidate your point of view.
5. "Information sharing should be the goal of communication with consumers as far as fin tech products are concerned. This is all the more important in the backdrop of increasing consumer knowledge for heightened consumer involvement." Do you agree? Explain your answer.
6. Create a suitable market segmentation strategy for marketing of automobiles.
7. Is celebrity endorsement worth the investment? Argue from a marketer's perspective.
8. What is meant by self-image? How can you utilize the notion of self-image of consumers to your advantage as a marketer of fitness equipment? Elaborate.
