

DEPARTMENT OF MANAGEMENT, SMBS

JAMIA HAMDARD, NEW DELHI

Ph.D. Coursework Examination

April, 2023

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. In the wake of contemporary consumption habits, it has become all the more relevant to understand consumer behavior. Elaborate.
2. Consumer satisfaction/dissatisfaction can never be fully/completely measured. Do you agree? Elucidate.
3. Is it really possible to model behavior of consumer? Discuss with examples.
4. Measuring consumer motivation is the be all and end all of consumer behaviour. Argue in favour or against.
5. What we buy as consumers is actually not the brand but brand persona. Debate.
6. Create a suitable market segmentation strategy for marketing of financial products.
7. Consumer's perceptual process is the ultimate battlefield for marketers. Elaborate your viewpoint.
8. As a researcher, elaborate upon the research process you will undertake to ascertain buying behaviour of consumers with respect to organic/healthy food.
