



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM 2016-18 BATCH; TRIMESTER- IV

MID TERM, AUGUST 2017

SUBJECT	CONSUMER BEHAVIOUR	CODE	MKT 401
TIME	1 hour	Max. Marks	20

Note: All questions carry equal marks & answers should preferably not exceed more than 100 words.

1. Why do consumers' needs & goals change constantly? What factors influence formation of new goals? Apply the concept of needs & goals to the introduction of new face cream by your Company.
2. You are the marketer of a DSLR camera. Research has found that your target consumer is highly dogmatic, inner-directed with a high need for cognition.
 - a. What kind of a promotional message should be targeted at him / her? Discuss.
 - b. Design a promotional message that would be most suitable to persuade him to buy your camera.
3. Describe and discuss the concepts of Selective Perception in the light of your own experiences of advertisements and other communication that you see around you.
4. Name two theories of Behavioral Learning. Give illustrations of strategic implications of these theories for marketers.