**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**THIRD TRIMESTER (Batch 2021-23)**

**END TERM IMPROVEMENT EXAMINATION, AUG-2022**

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| Course Name | **Consumer Behaviour** | Course Code | **MKT402** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS: Answer All Questions. All questions carry equal marks.**

1. How can the marketer of a “nicotine patch” (a device which assists individuals to quit smoking) use the theory of planned behaviour to create a story board for a television commercial with an objective of de-marketing of Cigarettes in rural India? **(10 Marks)**
2. Explain how the product manager of an organic breakfast cereal might change consumer attitudes toward the company’s brand by (a) applying the elaboration likely hood model (b) and Tri-component model of attitude. **(10 Marks)**
3. A business graduate has just purchased a new personal computer. What factors might cause the student to experience post-purchase dissonance? How might the student try to overcome it? How can the retailer who sold the computer help reduce the student’s dissonance? How can the computer’s manufacturer help? (**10 Marks)**
4. Why is an opinion leader a more credible source of product information than an advertisement for the same product? Illustrate the circumstances in which information from advertisements is likely to be more influential than word-of-mouth? **(10 Marks)**