**Consumer Behaviour**

**April 2022 Examination**

# Q1. You are into selling of home furnitures. Discuss how will you implement various marketing management philosophies with relevant examples (10 Marks)

# ANSWER 1.

## Introduction

Each company has a distinct vision for manufacturing, selling, and promoting its products. This is their business control philosophy or invents, promotes, and promotes their merchandise. An advertising management philosophy or how a company will create, promote, and sell its products is, for example, a corporation that produces high-quality baseball caps that promote properly and invests a lot of money in producing brand value (through marketing). The producing concept is critical in a monetary system in which a few gadgets can be mass-produced in significant Its Half solved only

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# Q2. You are a HUL brand manager for Sunsilk shampoos. Explain how will you use the ELM (Elaboration likelihood model) to understand the consumer choices and preference for the said product category (10 Marks)

# ANSWER 2.

## Introduction

The Elaboration likelihood model (ELM), a dual machine concept encompassing the converting of attitudes and behavior, represents persuasion. By the date of view, persuasive arguments build and strengthen attitudes. When people are given knowledge, the styles show that the method is at a particular level. This relates to an individual's endeavor to evaluate, consider, be given, or reject a message. By the version, that is viable in a few respects. The strive stage is most possibly low or high. Following that, the degree of elaboration determines whether the message is handled

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# Q3. You are into marketing of credit cards. Explain how will you use classical conditioning, for increasing the effect of conditioning on consumers.

# a. with stimulus repetition (5 Marks)

# b. with stimulus generalization (5 Marks)

# ANSWER 3a.

## Introduction

One of the handiest tools within side the branding, advertising, and advertising and marketing toolkit is psychology, and they have a look at human and consumer behavior. It would additionally help groups in attractive to the proper goal marketplace, persuade that target marketplace to accumulate products and services, and help manufacturers increase good-sized,

**Answer 3b.**

**Introduction**

In vast terms, stimulus generalization refers to someone's tendency to reply within side an equal manner to the conditioned stimulus and further stimuli, which might be comparable. While the contrasts among various stimuli are not apparent to the individual, stimulus generalization