**Consumer Behavior**

# September 2022 Examination

**Q1. What is Consumer Perception? Please explain with examples what the four concepts associated with Perception i.e., Selective Exposure, Selective Attention, Perceptual Defense and Perceptual blocking (10 Marks)**

**Ans 1.**

**Introduction**

Consumer perception is introduced and describes the business process with added the experience of customers that delivered arrange, advertising stimulus and supplying the challenging demand with stimulating business demand. Furthermore, the business and advertising mix elements are brought to the changed values. The marketing mix is added to the business techniques for comparing the strategies, adaptability, and activities management changes for promoting organizational growth and business boom. Business services and reviews of this phase are

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**Q2. Define Consumer Attitude. Using Tata Nano as an example, please explain in detail the different characteristics of Attitude that would apply to Tata Nano as a car. Also , using the same Tata Nano Car as an example explains how does the Tri Component Attitude Model explain Attitude of a consumer towards a product? (10 Marks)**

**Ans 2.**

**Introduction**

The services of the automobile industry are introduced on high services and business peak and developing transmission values and reading the boot space modifications related to effective demand of electronic products and dealing with the car services demand. Furthermore, in Indian business, the EV rules help to describe the incredible modifications and develop the changes by creating the operational modifications. The GST evaluation added the charging and chargers stations that assist reduce the uses of power and energy for the ministry of energy services,

**Q3. Answer the following**

**a. Frederick Herzberg developed a two-factor theory that distinguishes dissatisfies and satisfiers. Using the Herzberg Theory list down what could be dissatisfies and satisfiers for Netflix as an OTT Platform (5 Marks)**

**Ans 3a.**

**Introduction**

Employees at the workplace face special stages of dissatisfaction associated with pay rates, incentives, and training controlling work demand. Employees' demand and task satisfaction are interconnected, allowing them to study the changes and cope with the accountable service demand. A reliable business will examine the online business and availability of social media

**b. How can you persuade a customer to buy a product using the rational and emotional an appeal in communications? Taking an example of Cadbury Chocolate write 2 points for rationally appealing and 2 points for emotionally appealing to the customer to buy a Cadbury Chocolate (5 Marks)**

**Ans 3b.**

**Introduction**

Customers' buying conduct fluctuated; it evolved the modifications and addressed the extraordinary business relationships with competitive changes. Furthermore, it will explore the offerings programs, needs of communication demand, and exclusive classes of business