

MANAGEMENT PROGRAMME

Term-End Examination

December, 2013

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : *This paper consists of Two SECTIONS-A and B. Attempt any three questions from SECTION A. SECTION-B is compulsory. All questions carry equal marks.*

SECTION - A

1. (a) Explain the various purchase roles that come to play within a family during buying process.
(b) Which of the stages of the family life cycle constitute the most lucrative segment for the following products/services. Explain your answer with reason(s).
 - (i) Pizza Takeaway
 - (ii) Package Holiday Tour.

2. (a) Explain the Attitude Towards Objects Model (ATO Model).
(b) A Korean passenger car manufacturer wants to launch a new line of passenger cars in India. Given your knowledge of the Indian consumer and their attitude towards cars, how can you use a model of consumer attitude to develop a marketing strategy for the launch of these cars in India. Describe the attitude(s) you hope to invoke in your target consumer.

3. (a) What are the characteristics of Organizational Buying Behaviour? Explain.
(b) Elaborate the phases of Organizational Buying Decision Process.
4. (a) Explain the values and lifestyles classification, elaborating on the NINE VALS segments.
(b) Illustrate, with examples the application of lifestyle concept in marketing.
5. Write short notes on *any three* of the following :
 - (a) Nicosia model of Consumer Decision Process.
 - (b) Post Purchase Dissonance.
 - (c) Reference Group Influence.
 - (d) Individual Determinants of Consumer Behaviour.
 - (e) Sensory Thresholds.

SECTION - B

6. Scientists say that skin colour is determined by the amount and type of melanin (pigment) in the skin. They also say that whether we are fair or dark is dependent more on genetic rather than environmental causes.

Yet people all over the world are preoccupied with the colour of their skins. Fair skinned people in subtropical regions spend a lot of time and energy getting tanned ; while darker skinned people in the tropics covet fair skin.

Fair and Lovely, Fairever, Fairglow....., fairness creams have become a vital part of the Indian women's beauty regime. Indian men are not unaffected by this fairness phenomenon, with a number of fairness creams specially for men having been introduced in the Indian market.

QUESTIONS :

- (a) What are the needs and values involved in the purchase and use of "fairness cream for men" ?
 - (b) What consumer behaviour variables would support the success of "fairness cream for men" in India ? What might hamper, if any, the chances of success of the product ?
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