

00454

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2018**

**MS-061 : CONSUMER BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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- Note :** (i) *Answer any three questions from Section - A.*  
(ii) *Section - B is compulsory.*  
(iii) *All questions carry equal marks.*
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**SECTION - A**

1. (a) What are the major stages in the consumer buying decision process ? Are all these stages used in all consumer purchase decisions ? Why or why not ?  
(b) Discuss the major areas of application of consumer behaviour in marketing.
2. (a) Differentiate between organisational buying and individual buying. Why do organisational buyers involved in straight rebuy purchase require less information than those making a new-task purchase ?  
(b) What do you understand by the term 'learning' ? Explain how an understanding of consumers' learning process might affect marketing strategy planning. Give an example.

3. (a) Consumers play many different roles in the buying process : initiator, influencer, decider, buyer and user. Explain these roles and discuss who may play these roles in the purchase of :
- (i) A family car
  - (ii) A toy
- (b) Why an understanding of information search behaviour of customers important to a marketer ? Discuss giving suitable examples.
4. Write short notes on **any three** of the following :
- (a) Sensory thresholds
  - (b) Motivational conflicts
  - (c) The Attitude - Toward - Object (ATO) Models
  - (d) Trait Theory of Personality
  - (e) Cognitive Dissonance

#### **SECTION - B**

5. (a) As a retailer of menswear, propose how you would use lifestyle approach to succeed in your venture.
- (b) Explain the concept of culture and subculture. Discuss the relevance of sub-cultural segmentation in case of the following :
- (i) Fast Food Restaurant Chain
  - (ii) Insurance
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