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**MS-61**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2021**

**MS-61 : CONSUMER BEHAVIOUR**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** (i) Attempt 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 is lifestyle marketing ? With the help of suitable examples, discuss the applications of lifestyle marketing.

(b) What is organisational buying behaviour ? Explain its typical characteristics.

2. (a) How is the concept of motivation relevant to our understanding of consumer behaviour ? Discuss.

(b) Define personality. What are the differences of 'The Trait Theory' and 'The Psychoanalytic Theory' of personality ?

3. (a) Discuss the impact of physical surroundings and social surroundings on consumer behaviour in a retail outlet.

(b) Discuss the applications of consumer behaviour in marketing.

4. Write short notes on any **three** of the following :

(a) The functions of consumer attitude

(b) Theories of learning

(c) The family lifecycle concept

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- (d) The characteristics of culture
- (e) Howard Sheth model

**Section—B**

5. (a) How does consumer decision process vary with the nature of the product ? Discuss with reference to the purchase of the following products :
- (i) Chocolate bar
  - (ii) Services of a doctor
  - (iii) Washing machine
- Would the process be the same in case of a repeat purchase ? Discuss.
- (b) What is a reference group ? Name *two* reference groups that are important to you. In what ways do they influence you in your purchase behaviour ?