

MANAGEMENT PROGRAMME

Term-End Examination

June, 2013

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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

SECTION - A

1. (a) What do you understand by the term 'consumer behaviour' ? Discuss the applications of study of consumer behaviour in marketing giving suitable examples.  
(b) Briefly explain the different approaches to the study of consumer lifestyle. How can AIO lifestyle study be applied to the marketing of 'Ready-made Garments for Men' ?
2. (a) How would you differentiate between organisational buying and individual buying behaviour ? Taking the example of purchase of air conditioners for your personal use and for organisational purpose, explain the differences.

- (b) Explain the Maslow's hierarchy of needs and its applications in marketing. What are its major flaws ?
- 3.
- (a) What is a reference group and what are its different types ? Explain the applications of reference group in the area of advertising.
  - (b) What are the types of information sought by the consumer at the time of purchase evaluation in buying decisions ? Explain.
4. Write short notes on *any three* of the following :
- (a) Sensory system
  - (b) Functions of consumer attitude
  - (c) The theory of self concept
  - (d) Buying stage and situational influences
  - (e) Bettman's information processing model.

## SECTION-B

5. (a) Briefly explain the family life cycle concept. Which stage of the family life cycle would constitute the most suitable segment(s) for the following products and why ?
- (i) Refrigerator
  - (ii) Educational services
  - (iii) Toys
- (b) How do consumers seek to reduce post purchase dissonance ? As a marketer of consumer durables, explain what would be your strategies to provide positive reinforcement to the consumers after they have purchased your products.
-