

MANAGEMENT PROGRAMME

Term-End Examination

June, 2017

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 do you understand by the term 'consumer behaviour' ? Explain the scope of consumer behaviour giving suitable examples.
(b) Discuss the characteristics that distinguish organizational buying from individual buying.

2. (a) What is meant by consumer perception ? Explain the stages in the perceptual process giving suitable examples.
(b) Explain the term 'personality'. Discuss the 'Trait Theory of Personality' and its limitations.

3. (a) Explain the concept of family life cycle. How do family life cycle stages affect the consumption pattern ? Discuss with the help of examples.
- (b) Why is information search behaviour of consumers important to marketers ? What are the various sources of information used by consumers ?
4. Write short notes on **any three** of the following :
- (a) VALS system of classification
- (b) Theories of motivation
- (c) The Attitude-Towards-Objects (ATO) Model
- (d) Reference group applications in marketing
- (e) Nicosia's Model of Consumer Decision Making.

SECTION - B

5. (a) Explain the concept of culture and subculture. Discuss the relevance of subcultural segmentation in case of the following products :
- (i) Ready to eat food products
- (ii) Apparels
- (b) As a marketer of consumer durables like refrigerators, washing machines etc., what strategies would you adopt for responding to post purchase feelings of your consumers ? Discuss.