

MANAGEMENT PROGRAMME

Term-End Examination

June, 2018

MS-061 : 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 do you understand by the term 'consumer behaviour' ? Briefly explain the applications of consumer behaviour in marketing giving suitable examples.
(b) Explain the various buying roles that come to play within a family during buying process, taking the example of any product of your choice.

2. (a) With the help of suitable example, explain the Attitude Toward Objects (ATO) Model.
(b) What do you understand by the term 'Personality' ? Briefly explain the Trait Theory of Personality and discuss its limitations.

3. (a) Explain the concepts of culture and sub-culture. Discuss the relevance of sub-culture segmentation for food products.
- (b) What are the factors that are likely to increase prepurchase search for information by consumers ? Discuss giving suitable examples.
4. Write short notes on any three of the following :
- (a) Applications of lifestyle marketing
- (b) Factors influencing organizational buying
- (c) Sensory system
- (d) The basic choice heuristics
- (e) Howard Sheth Model

SECTION - B

5. (a) What do you understand by reference group influence ? Explain the degree of reference group influence with regard to the purchase of the following products and their respective brand choice (attempt any two)
- (i) Membership of health club
- (ii) Toothpaste
- (iii) Readymade garments
- (b) You are marketing manager of a company that markets a range of washing machines. How will you anticipate, analyze and respond to the post-purchase behaviour of your customers ?
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