

MANAGEMENT PROGRAMME

Term-End Examination

June, 2022

MS-061 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : Answer any **three** questions from Section A.
Section B is **compulsory**. All questions carry equal marks.

SECTION A

1. (a) What are the various organisational buying situations ? Explain.
(b) As a manager of a packaged food retail outlet, how can you use the 'sensory system' to enhance your customers' experience ? Discuss.
2. (a) Define Culture and Sub-culture. How are cultural values relevant to a marketing practitioner ?
(b) With the help of suitable examples, explain the factors that may determine the level of external information search by the consumers.

3. (a) As a marketer of consumer durables, how will you anticipate, analyse and respond to the post-purchase feelings of your customers ?
- (b) With the help of suitable examples, explain the applications of lifestyle marketing.
4. Write short notes on any *three* of the following :
- (a) Motivational Conflicts
- (b) The Constituents of Consumer Attitude
- (c) Trait Theory of Personality
- (d) Types of Reference Groups
- (e) Concept of Information Processing

SECTION B

5. (a) Eating out was not that common a couple of decades ago as it is today. Many new restaurants are coming up offering different types of cuisines. Identify and explain some key variables of individual determinants and external environment which are responsible for this change.
- (b) What purchase decision process would occur for a family in the purchase of furniture ? Think of your own family or one you are familiar with. Which individuals share the roles of gatekeeper, influencer, decider, buyer and user ? To what extent do these roles change across different product categories ?
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