

MANAGEMENT PROGRAMME (MP)
Term-End Examination
June, 2023
MS-61 : CONSUMER BEHAVIOUR

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any **three** questions from Section–A.

(ii) Section-B is **compulsory**.

(iii) All questions carry equal marks.

Section—A

1. Describe how motivational conflict might arise in purchasing the following :
 - (i) Preventive health checkup of XYZ hospital
 - (ii) A one-week holiday trip to DubaiHow can the marketers of the above sources use the understanding of motivational conflict to design marketing strategies for each ?
2. (a) What is the VALS 2 system of lifestyle classification ?
 - (b) How can a company use the VALS 2 segmentation profile to develop an advertisement campaign for a chain of GYMS in urban metro in India ?

[2]

3. PQR is planning to launch a premium range of dark chocolates. Explain how an understanding of the following concepts will help market the chocolates :
- (a) Consumer perception
 - (b) Consumer learning
4. Write short notes on any *three* of the following :
- (a) Family life cycle
 - (b) Self concept
 - (c) Sub-cultural influences in buying behaviour
 - (d) Reference groups
 - (e) Extended problem solving

Section—B

5. (a) What is the relevance of problem recognition in consumer buying behaviour ?
- (b) Discuss problem recognition in case of the following product categories and suggest how marketers might try to stimulate problem recognition for each product :
- (i) A new passenger car
 - (ii) Life insurance policy