

MANAGEMENT PROGRAMME

Term-End Examination

December, 2014

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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

SECTION - A

1. A 'Timeshare' is a property with a particular form of ownership - i.e. use rights. Here multiple parties hold the right to use the property and each 'sharer' is allotted a period of time (typically a week in a year) in which they may use the property. PQX Limited is offering membership in its "Timeshare Resorts". How can VALS segmentation profiles be of help to this company? Which segments should be targetted? Which positioning strategy can be used for each of the segments targetted?
2. Critically evaluate the HOWARD SHETH MODEL and the BETTMAN'S INFORMATION PROCESSING MODEL.

3. (a) Explain the concept of learning and discuss the classical conditioning theory of learning.
- (b) You have just purchased a new laptop. What factors might cause you to experience post purchase satisfaction/dissatisfaction? What can be the marketer's response strategies in such a situation?
4. Write short notes on **any three** of the following :
- (a) Organisational buying behaviour Vs Individual buying behaviour.
- (b) Family life cycle concept.
- (c) Theory of Self Concept.
- (d) Functions of Consumer Attitude.
- (e) Sensory Thresholds.

SECTION - B

5. (a) Elaborate the various INDIVIDUAL and GROUP influences on Consumer Behaviour. What kind of influences would you expect in the following ?
- (i) Choice of a Gymnasium
- (ii) Choice of a fairness cream
- Give reasons for your answer.
- (b) Explain the concept of Culture and Sub-Culture. Discuss the importance of Sub-Cultural segmentation for food products.