

MANAGEMENT PROGRAMME

Term-End Examination

December, 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 lifestyle ? Explain the applications of lifestyle marketing giving suitable examples.
- (b) What is meant by consumer perceptions ? How do you justify the relevance of studying perceptions when they may not accurately reflect reality ? Give example(s) to illustrate your answer.
2. (a) Critically analyze the 'Maslow's hierarchy of need's theory and its relevance for marketers. What are its major flaws ?
- (b) Explain the concept of learning and discuss its marketing applications.

3. (a) What do you understand by reference group influence ? Suggest a few products for which you think reference groups would exert a strong influence with regard to the purchase of the product and the brand provide explanation for your choice.
- (b) Why is information search behaviour of consumers important to marketers ? Discuss giving suitable examples.
4. Write short notes on **any three** of the following :
- (a) Applications of consumer behaviour in marketing.
- (b) Concept of information processing.
- (c) Theories of post-purchase evaluation.
- (d) Types of problem solving behaviour.
- (e) Nicosia's model of consumer decision making process.

SECTION - B

5. (a) Briefly explain The Family Life Cycle Concept. Which of the stage(s) of the family life cycle constitute the most lucrative segment for the following products ? (Attempt any two)
- (i) Home appliances
- (ii) Baby food
- (iii) Luxury products
- Explain your answer with reasons.
- (b) How would you differentiate between organizational buying and individual buying ? Taking the example of purchase of laptops for organizational purposes and for your personal use, explain the differences.