

MANAGEMENT PROGRAMME
Term-End Examination
February, 2021

MS-061 : 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) What do you understand by the term 'consumer behaviour' ? Discuss the applications of consumer behaviour in designing the marketing mix.
- (b) Explain the AIO Inventories method for studying lifestyle, giving suitable examples.
2. (a) What is organisational buying behaviour ? Explain its characteristics.
- (b) You are the marketing manager of a company that sells washing machines. How will you respond to the post-purchase feelings of your customers ?

3. (a) Explain the term 'information processing' and discuss its marketing implications.
- (b) Define culture and subculture. How does subcultural analysis help a marketer in the segmentation exercise ?
4. Write short notes on any *three* of the following :
- (a) Stages in the perceptual process
- (b) Maslow's hierarchy of needs
- (c) The functions of consumer attitude
- (d) Theories of learning
- (e) Trait theory of personality

SECTION B

5. (a) What is a reference group ? Name two reference groups that are important to you. In what ways do they influence you in your purchasing behaviour ? Discuss taking example of any product of your choice.
- (b) Briefly explain the family life cycle concept. Which stage(s) of the family life cycle would be an attractive segment for the following products and why ?
- (i) Life insurance policy
 - (ii) Fast food restaurants
 - (iii) Luxury products
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