

**MANAGEMENT PROGRAMME**

**(MP)**

**Term-End Examination**

**December, 2022**

**MS-61 : CONSUMER BEHAVIOUR**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) Attempt any **three** questions from Section A. Each question carries 20 marks.

(ii) Section B is **compulsory** and carries 40 marks.

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**Section—A**

1. (a) What is meant by family ? What is the importance of studying families to understand consumer behaviour ?

- (b) Identify the important Indian values that must be kept in mind while designing marketing strategies for the Indian market.
2. (a) What are the various theories of learning ? Explain with *one* example of each.
- (b) Which theory of learning best explains the following buying decisions and what are its marketing implications ?
- (i) Buying a new car
- (ii) Buying chocolates
3. (a) What are the various types of influences that reference groups exert ?
- (b) What kind of reference group influence do you expect in the following cases ?
- (i) Home furnishing buying
- (ii) Mobile handset buying
4. Write short notes on any ***three*** of the following :
- (a) Cognitive dissonance
- (b) Motivational conflict
- (c) Consumer perception
- (d) Gestalt model
- (e) Attitude change

**Section—B**

5. Sujit has recently bought a phone under peer pressure. His family was not in favour. However he was influenced by brand image and saw it as a status statement. He feels he has made a urse decision. He did preliminary search and sought information from current users and formal sources. Now he has stories to tell about his phone and its features, when people seek information and ask his advise he feels like a star. Some people are motivated to buy the same.

*Questions :*

- (a) Explain the dual role played by Sujit in this case.
- (b) How can Sujit's post purchase behaviour be explained ?
- (c) Why would Sujit now attempt to influence the purchase behaviour of others ?