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MMPM–001

**MANAGEMENT PROGRAMME
(MP)**

**Term-End Examination
December, 2023**

MMPM–001 : 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. (a) Define and discuss learning from marketing point of view.
(b) What are the essential features of classical learning approach ?
2. Describe *three* types of motivational conflicts with example of your choice.

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3. How will an urban consumer differ from a rural consumer in similar purchase needs ? Are the differences really substantial ?
4. Write short notes on any *two* of the following :
 - (a) Behavioural Intention (BI) model
 - (b) Reference groups
 - (c) Cross cultural understanding of consumer behaviour
 - (d) Concept of Information Processing

Section—B

5. E-consumers are those who buy goods and services online or through other electronic systems like computer networks or mobile apps. E-commerce gives customers access to advantages like interactive communications, quick delivery, and more customization that they wouldn't otherwise have. The product information available online is more condensed and comes from a variety of websites. Users now have more options for selecting and comparing the goods they want to buy or for finding and choosing specialized goods. Such an

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open market would boost competition and benefit industrial buyers by encouraging better quality and a wider selection of items. These options make online or internet buying simple, affordable, and secure. On the other hand, understanding online consumer behaviour is now considered essential by marketers. In view of this answer, the following questions.

Questions

- (a) How is the online buying process different from shopping at a physical store ? Explain.
- (b) Do customers' social classes and life cycle stages have an effect on their online purchasing behaviour ? Discuss.