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**MS-61**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2023**

**MS-61 : CONSUMER BEHAVIOUR**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) Attempt 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) Discuss the applications of consumer behaviour in marketing.  
(b) Explain the socio-cultural values of consumer behaviour with suitable examples.
2. (a) What factors have influence on organizational buying behaviour ?  
(b) Explain the Howard-Sheth model of consumer behaviour with suitable examples.

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3. (a) What is meant by consumer perception ? How is perception formed ? Give examples.
- (b) What are reference groups ? What are the various reference group appeals being by marketers ? Explain with suitable examples.
4. Write short notes on any *three* of the following :
- (a) Motivation
- (b) Ego Involvement
- (c) Trait Theory of Personality
- (d) Self-concept
- (e) Family life cycle

**Section—B**

5. A two-wheeler scooter manufacturer is deciding to launch electric two-wheelers in India.
- (a) Explain the motivation of consumer in buying the electric two-wheeler and your way two promote it.
- (b) Suggest segment, targeting and position for the electric two-wheeler in indian market.
- (c) Explain how the diffusion of the idea will be facilitated by the marketer.

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