

MANAGEMENT PROGRAMME

Term-End Examination

June, 2014

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : *This paper consists of two Sections-A and B. Attempt any three questions from Section-A. Section-B is compulsory. All questions carry equal marks.*

SECTION - A

1. (a) Explain the concept of classical conditioning and operant conditioning in the context of theories of learning.
(b) Elaborate the five stages involved in the model of information processing.
2. Critically examine the Howard Sheth Model of Buyer Behaviour.
3. (a) Explain some basic choice heuristics for Limited Problem solving and Routine Response Behaviour.
(b) You want to buy a perfume for self use. Justify the choice heuristic / decision making rule most likely to be applied in this case.
4. (a) The influence exerted by a group depends on the type of reference group it is. In this context, elaborate on the four general types of groups, giving examples of products / services for each.
(b) Explain the consumption patterns of families in different life cycle stages.

5. Write short note on **any three** :
- (a) Characteristics of Organizational Buying Behaviour.
 - (b) Freudian Theory.
 - (c) Subliminal Perception
 - (d) Applications of Consumer Behaviour in marketing.
 - (e) VALS System of Classification.

SECTION - B

ABC is in the business of herbal cosmetics since 1984, with an objective of becoming a one roof solution for all beauty and cosmetic products. It provides a wide range of beauty cosmetic products strictly prepared with herbal ingredients. Its product range spans hair care, skin care, body/face/hand/foot care products. Recently it has ventured into Health care with the introduction of 2 Products - AMRIT TUMBLER - a water tumbler that will help control Blood pressure ,reduces Cholestrol and also purifies blood and SLIM TUMBLER - a water tumbler with a Presence of Vijaysar (a natural ayurvedic herb that controls sugar and burns fat.

6. (a) What steps the ABC Company should take to form the Consumer Attitudes towards their new 2 products ?
- (b) Suggest an appropriate promotional strategy for AYUR's "health care tumblers" looking at the perception. Related barriers people may have against this form of product.
-