

MANAGEMENT PROGRAMME

Term-End Examination

June, 2016

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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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. Which stage of the family life cycle could constitute a lucrative segment for the following ? Give reasons for your answer. Recommend a positioning strategy for each.
 - (a) Pizza (Take away and delivery only)
 - (b) Branded Gold Jewellery

2. What type of products/services are not likely to be subject to :
 - (a) Informational influence
 - (b) Comparative influence
 - (c) Normative influence

Explain your answer using relevant examples.

3. You propose to buy the following products :

- (a) a laptop
- (b) a fairness cream

Justify the choice of decision making rule likely to be applied in each case. Based on this comment on the marketing implications for the marketers of these products.

4. Write short notes on **any three** of the following :

- (a) Types of motivation conflict
- (b) Theories of Learning
- (c) Howard Sheth Model
- (d) Maslow's hierarchy of needs
- (e) Types of sub-cultures

SECTION - B

5. Club Travel is a prominent company in the travel and vacation industry (both domestic and international).

- (a) Describe how the company can use VALS.
 - (b) Which segments should it target and why ?
 - (c) Recommend a positioning strategy for each of the segments targetted.
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