

MANAGEMENT PROGRAMME (MP)**Term-End Examination****June, 2019****MS-61 : CONSUMER BEHAVIOUR***Time : 3 Hours**Maximum Marks : 100**Weightage : 70%*

Note : Answer any three questions from Section A.
Section B is compulsory. All questions carry equal marks.

Section—A

1. (a) Explain psychographic and lifestyle analysis. Explain how they might be useful for planning marketing strategies to reach college students.
(b) Explain the 'Maslow's Hierarchy of Needs' and provide examples of one or more products that enable you to satisfy each of the five levels of need.
2. (a) What is organisational buying behaviour ? Discuss its characteristics.

- (b) Explain the term 'personality'. Discuss the Trait theory of personality and its limitations.
3. (a) Explain the concept of culture and sub-culture. How does sub-cultural analysis help a marketer in the segmentation exercise ?
- (b) Why is the post-purchase behaviour stage included in the model of the buying process ? What relevance does this stage have for marketers ?
4. Write short notes on any *three* of the following :
- (a) Sensory System
 - (b) Functions of Consumer Attitude
 - (c) Theories of learning
 - (d) Nicosia's model of consumer decision process
 - (e) Concept of information processing

Section—B

5. (a) What do you mean by a 'Reference Group' ? Illustrate how the reference group concept may apply in practice by explaining how you personally are influenced by some

reference group for some product. What are the implications of such behaviour for marketing managers ?

(b) Explain the concept of family life cycle. Which stage(s) of the family life cycle could constitute a lucrative segment for the following ? Give reason for your choice :

(i) Home appliance

(ii) Life insurance