

No. of Printed Pages : 4

MS-61

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2020

MS-61 : 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) Compare and contrast the buying behaviour of final consumers and organizational buyers. In what ways are they most similar and in what ways are they most different ?

P. T. O.

- (b) What do you understand by the term 'Reference Groups' ? How do reference groups influence how we behave ? Discuss giving suitable examples.
2. (a) Why are marketers concerned about customer attitudes ? Discuss with the help of suitable examples.
- (b) What is meant by Consumer Perception ? Explain the stages in the perceptual process.
3. (a) Explain the 'Trait Theory of Personality'. What are its limitations ?
- (b) Define culture and subculture. How is the study of cultural values relevant to a marketer ?

4. Write short notes on any *three* of the following :
- (a) Applications of consumer behaviour in marketing
 - (b) Maslow's Hierarchy of Needs
 - (c) Classical Conditioning
 - (d) Theories of post-purchase evaluation
 - (e) Nicosia's model of consumer decision process

Section—B

5. (a) In designing the advertising for a soft drink, which would you find more helpful : information about consumer demographics or about consumer lifestyles ? Give examples of how you would use each type of information.

(b) Briefly explain the concept of 'Family Life Cycle'. Which stage of the family life cycle could constitute a lucrative segment for the following ? Give reasons for your answer :

(i) Home Appliances

(ii) Fashion Clothing

(iii) Luxury Vacation