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**MS-61**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2021**

**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. (a) Briefly explain the various elements of external environment that influence consumer behaviour.
- (b) Discuss the applications of lifestyle marketing giving suitable examples.

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2. (a) With the help of examples explain the various organisational buying situations.
- (b) Discuss the relevance of studying the sensory system in marketing of goods and services.
3. Take the example of purchase of any consumer durable by your family. Explain the decision process with the help of Howard Sheth Model.
4. Write short notes on any **three** of the following :
  - (a) Theories of post-purchase evaluation
  - (b) Motivational conflicts
  - (c) The constituents of consumer attitude
  - (d) Marketing applications of understanding consumer learning
  - (e) The theory of self concept

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**Section—B**

5. (a) Explain the different roles played by different family members in making buying decision by taking the example of following products :
- (i) T. V.
  - (ii) Cooking Oil
- (b) Define culture and sub-culture. Taking any product of your choice explain how sub-cultural analysis can be used for market segmentation.