

No. of Printed Pages : 3

MMPM-001

**MANAGEMENT PROGRAMME
(MP)**

Term-End Examination

June, 2023

MMPM-001 : 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) Define the term consumer motive. 10
(b) Do the psychogenic motives have superiority over the physiological ones ?
Use examples to justify your answer. 10
2. “Selective perception relates to a small amount of the information being processed by consumers.” Discuss this statement with suitable examples. 20

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3. How are cultural values relevant to a marketing practitioner ? Discuss. 20
4. Write short notes on any *two* of the following :
2×10=20
- (a) VALS System of classification
 - (b) Dynamics of the opinion leadership
 - (c) Social class and consumer behavior
 - (d) Types of reinforcement to enhance learning

Section-B

5. The general manager of Glow Fair, Mr. Sanjeev, stood in the corner of the multi-floor shopping centre and watched as eager customers rushed from one shelf to another. The “ON SALE” stands were filled with buyers eagerly scanning and grabbing skin care products. For obvious reasons, women were more prevalent in these display palces than men. Mr. Sanjeev was surprised to discover that the difference at that precise moment was only slight. The more amazing aspect was that the males were actively competing for the product that would best complement their skin

[3]

tone or improve their appearance, not just standing at the back and buying.

Mr. Sanjeev's dilemma raises a variety of issues that require more explanation. As learners of consumer behavior, answer the following questions :

(a) What factors affect the purchase of male skin care products by consumer ? Explain.

20

(b) How can the attitude toward products for men's skin care be measured ?

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