

No. of Printed Pages : 2

MMPM–001

**MANAGEMENT PROGRAMME
(MP)**

**Term-End Examination
June, 2024**

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. What are the phases in Organizational Buying Behaviour Decision Process ?
2. (a) Explain in detail 'Information Processing'.
How is it different from learning ?
(b) Should marketers work while addressing short-term memory or the long-term memory ? How are the two related ?

P. T. O.

3. What factors are important in reference group influence ? Suggest any *two* products where reference groups have strong influence, both positive and negative on consumer buying decision.
4. Write short notes on any *three* of the following :
 - (a) Maslow's Hierarchy of needs
 - (b) Family Life Cycle stages
 - (c) Characteristics of culture
 - (d) Technology acceptance model
 - (e) Perceptions

Section—B

5. (a) How does advertising influence perceptions ? Explain by taking the example of Patanjali Dantkanti Toothpaste.
- (b) Suggest an alternate strategy for this toothpaste to influence perceptions favorably.