

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2024**

**MS-61 : CONSUMER BEHAVIOUR**

*Time : 3 Hours*

*Maximum Marks : 100*

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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) What is the difference between Consumer Buying behaviour and Organisational Buying behaviour.  
(b) Differentiate between the family group influence in consumer behaviour and the reference group influence in consumer behaviour. Give examples to explain your answer.
2. (a) Distinguish between customer and consumer with the help of suitable examples. Why is it important to study Consumer Behaviour ? Discuss.

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- (b) Discuss the importance of consumer research in the discipline of consumer behaviour. Explain the process of consumer research, with the steps involved in it.
- 3. (a) Define personality. Explain the Trait theory of personality and the theory of self concept.  
(b) Explain the influence of culture on consumer behaviour with examples.
- 4. Write short notes on any *three* of the following :
  - (a) Cognitive Learning Theory
  - (b) Attitude towards object model
  - (c) Cognitive Dissonance
  - (d) Howard Sheth model
  - (e) Characteristics of Organisational buying behaviour

### **Section—B**

- 5. Discuss the use of the Family Life Cycle (FLC) concept by marketers to segment the market.  
Which would be the most appropriate FLC segment to be targetted for the following products :
  - (i) Insurance Product
  - (ii) A Home Furnishing retail store

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