

MANAGEMENT PROGRAMME

Term-End Examination

December, 2015

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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- Note :** (i) *Attempt any 3 questions from Section - A.*
(ii) *Section - B is compulsory.*
(iii) *All questions carry equal marks.*
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SECTION - A

1. A leading FMCG manufacturer is planning to launch "nutrition bars" containing cereal and high energy food, in the Indian Market. It is considering targeting School going children by positioning it as a healthy, nutritious snack food. How can an understanding of cultural learning be used in developing an effective marketing strategy for the Indian Market ?
2. "GYMFIT" a new health club with Gymnasium and Spa facilities has recently been launched and is offering annual and monthly subscriptions.
 - (a) What are the possible Post-purchase behaviour in this case ?
 - (b) What is the significance of Post-purchase dissonance for this health club ? What steps might it take to reduce this ?

3. Consider a buying process involving a family.
 - (a) Identify the important buying roles - (Illustrate with examples) members of the family can play.
 - (b) Based on the extent and nature of influence, discuss with examples, the four major decision type categories.

4. Write short notes on **any two** of the following :
 - (a) Howard Sheth Model
 - (b) Sublimal perception and techniques
 - (c) Types of motivation conflict
 - (d) Trait theory of Personality
 - (e) Functions of Consumer Attitude

SECTION - B

A leading electronics company is going to launch a digital camera that combines the benefits of digital 'Point and Shoot' camera with the ability to use small interchangeable lenses.

- (a) Describe how this company can use VALS.
 - (b) Which segments should it target and why ?
 - (c) Recommend a positioning strategy for each of the segments targeted.
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