

MANAGEMENT PROGRAMME

Term-End Examination

June, 2015

MS-61 : CONSUMER BEHAVIOUR

01840

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : *All questions carry equal marks. Attempt any three questions from Section-A. Section-B is compulsory.*

SECTION - A

1. A company has launched split Air Conditioners in the Indian market this summer. How can VALS segmentation profiles be help to this company ? Which segments should be targetted ? What positioning strategy can be used for each of the segments targetted ?
2. (a) Discuss the applications of Consumer Behaviour in Marketing
(b) Explain the Nicosia's Model of consumer decision process.
3. Discuss the different stages of Family Life Cycle. Which stage of the Family Life Cycle constitutes the most lucrative segment for the following products :
 - (a) Ready to eat, packaged food (i.e. heat and serve)
 - (b) fat free energy bars. Give reasons for your answer

4. Write short notes on any three of the following :
- (a) Post Purchase Dissonance
 - (b) Subliminal Perception
 - (c) Factors influencing Organisational Buying behaviour
 - (d) Trait Theory of Personality
 - (e) Motivational Conflicts

SECTION - B

5. How would the consumer decision making vary in respect to the following products
- (a) A new brand of wheat Flour
 - (b) A pair of Jeans

Justify your answer with respect to information search, motivation, learning and cultural context.
