

MANAGEMENT PROGRAMME

Term-End Examination

December, 2012

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : (i) Answer any three questions from Section-A.

(ii) Section-B is compulsory.

(iii) All questions carry equal marks.

SECTION - A

1. (a) Explain the various roles that different people as individuals can take in the context of consumer buying behaviour, taking the examples of :
 - (i) Toys
 - (ii) Car
 - (b) Discuss the applications of Lifestyle Marketing giving suitable examples.
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2. (a) What is Organisational buying behaviour ? Discuss the major influencing factors on organisational buying.

- (b) **Why do you need to study consumer attitudes ? What are the inputs you would like to include in your questionnaire if you wanted to measure consumer attitude towards a newly introduced fruit based health drink ?**
3. (a) **What do you understand by the term 'Culture' ? How does subcultural analysis help a marketer in the segmentation exercise ? Explain giving suitable examples.**
- (b) **You are a marketing manager of a company manufacturing washing machines. How will you respond to the post purchase feelings of your customers in order to build and maintain their satisfaction ?**
4. **Write short notes on *any three* of the following :**
- (a) **Sensory Thresholds**
 - (b) **Motivational Conflicts**
 - (c) **Trait Theory of Personality**
 - (d) **Family Life Cycle Concept**
 - (e) **Howard Sheth Model of Consumer Decision Process.**

SECTION - B

5. (a) How does reference group influence vary over product categories? What type of reference group influence can you expect for the following products and why?
- (i) Clothing
 - (ii) Bread
- (b) For the above two product categories explain the kind of information search behaviour you can expect from the consumers and why?
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