

00275

MANAGEMENT PROGRAMME**Term-End Examination****December, 2016****MS-061 : 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) What do you understand by the term 'Consumer' ? Taking the example of any consumer durable of your choice explain the various purchase roles that come to play within a family during the buying process.
 (b) What is 'Lifestyle marketing' ? Explain the applications of lifestyle marketing giving suitable examples.

2. (a) Explain the Maslow's hierarchy of needs theory and its application for marketing strategies giving suitable examples.
 (b) Explain 'learning' from the marketing point of view. Distinguish between the 'Instrumental Conditioning' and 'Classical Conditioning' approaches.

3. (a) Taking the example of any product purchased by you, explain the consumer decision process with the help of Howard Sheth Model.
- (b) Explain the factors that affect the levels of external information search by the consumers.
4. Write short notes on **any three** of the following :
- (a) The family life cycle concept
 - (b) Sensory system
 - (c) The functions of consumer attitude
 - (d) The theory of self - concept
 - (e) Theories of post - purchase evaluation

SECTION - B

5. (a) What do you understand by reference group influence ? Explain the degree of reference group influence with regard to the purchase of the following products and their respective brand choice :
- (i) Luxury watch
 - (ii) Mattress
- (b) What is organizational buying behaviour ? How is it different from individual buying ? Explain with reference to the following products :
- (i) Laptops
 - (ii) Stationery
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