

MS-61

MANAGEMENT PROGRAMME

Term-End Examination

June, 2009

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : Attempt all questions from Section - A and Section - B is compulsory. All questions carry equal marks.

SECTION-A

1. Rakesh wants to buy Jeans for himself and he has been contemplating to buy Levis Jeans or Lee Jeans which are both premium and stylish brands. However, on the pocket money received from his father he can buy Moustache Jeans, which, he believes though is stylish but does not go with his Macho Image. Explain this phenomenon with the help of personality and self concept analysis of consumer behaviour.
2. What is culture ? Discuss the characteristics of culture. What is the importance of culture in Consumer Behaviour ?
3. (a) What is Organisational Buying Behaviour ? List the phases of Buying Decision Process.
(b) Discuss the major influences on Organisational Buying.

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SECTION-B

4. Write short notes on any *three* :
- (a) Motivational Conflicts
 - (b) Theories of Learning
 - (c) Nicosia's, Model of Consumer Decision Process.
 - (d) Family Life Cycle.
 - (e) Subliminal Perception
5. Mr. Suresh Gupta's family wants to replace their existing 21" inch television with a high end 32" inch LCD/Plasma HD TV. They have been contemplating on price, dealer, brand, features and several other features for long. Discuss, keeping the buyer behaviour concept in place, what is the typical process through which they can /will decide the brand to buy. Illustrate your answer with examples.

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