

No. of Printed Pages : 6

MS-61

MANAGEMENT PROGRAMME

Term-End Examination

December, 2011

01040

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : This paper consists of 2 sections A and B. Attempt any 3 questions from section - A. Section-B is compulsory. All questions carry equal marks.

SECTION - A

1. (a) What are the major applications of life style marketing utilised by present day marketer ? Illustrate using suitable examples.
- (b) As a retailer of expensive leather luggage, which approach to lifestyle segmentation would you apply and why ?
2. (a) does the self concept theory explain the influence of self concept on consumption ?
- (b) You are trying to promote safe driving habits among motorcyclists and scooterists. Explain what approach to attitude change would you apply to change their attitudes towards safe driving ? Justify your answer.

3. What are the factors that determine the importance of reference group influence on buying decisions ? Name two products each where in your view there would a strong reference group influence on.

- (a) product choice
- (b) brand choice.

Explain why this type of influence would operate ?

4. Discuss the different types of problem solving behaviour in buying decisions. What type of problem solving behaviour can be expected in the following purchase decisions and why ?

- (a) Purchase of your first laptop
- (b) Purchase of an office shirt by you.

5. Write short notes on *any three* of the following.

- (a) Personality as a variable influencing consumer behaviour.
- (b) Instrumental conditioning.
- (c) Influence of child on family buying decisions.
- (d) Post purchase behaviour
- (e) Bett **man's** information processing model

SECTION - B

6. Read the case study given below and answer the questions at the end of the case.

Brand ambassador : employing real customers to get the word around.

People love talking about things that make them happy - including their favorite products and brands. For example, if you really like an airline - they fly with flair and get you there at a reasonable price or you just love your recently acquired Sony camera - it is too good to keep the knowledge of the experience to yourself. In the old days, you would have chatted up these brands with a few friends and family members, but these days technology allows you to spread the word about products and brands experiences to thousands of other consumers.

In response, Marketers are now working to harness the new found communications power of their everyday customers by turning them into influential brand ambassadors. Companies like Sony, Microsoft and McDonald's are now developing a new breed of brand ambassador programs that organize and multiply consumer to consumer interactions about their brands. These programs employ everyday consumers who are passionate about their products to act as part PR agents and part sales reps.

Marketers select their brand ambassadors very carefully, based on customers' devotion to a brand and the size of their social circles. Once selected, the ambassadors are trained with real brand knowledge to go along with their passion for the brand. The ambassadors then tap into friends, family groups and wider audience through personal conversations, blogs, and online social media.

For the ambassadors, rewards include product samples, gifts, discounts and token cash payments. Perhaps most important to many brand enthusiasts, they get inside access to company's information about new products and services about to be launched.

Brand ambassador programs leverage the power of peer to peer communication. Consumers hear about products and brand experiences from others just like themselves - people they trust - rather than from commercial marketing sources.

Sony used brand ambassadors to jumpstart the launch of its new GPS camera, a high tech device that draws on satellite tracking technology to let you record the exact location of every picture you take and later map them out using Google maps. Sony selected customer ambassadors who like to travel, take pictures and

use online communications. "this is a product with emerging technology and we really need to let consumers see people using it' says Sony's director of digital imaging.

Out of 2000 or more online applicants, Sony picked only 25 brand ambassadors. The ambassadors were given a free camera and other equipment along with lessons on how to use them. They were encouraged to show the camera to friends, associates, and anyone else who asked; handout discount coupons and blog weekly about their travel and picture taking adventures on a dedicated Sony micro site.

College campuses are traditional fertile ground for ambassadors. Marketing companies identify and manage college student ambassadors for diverse products and services.

The brand ambassador approach has its critics. For example, some view the practice as underhanded or deceptive, most firms advise their ambassadors to openly reveal that they are representatives. Others worry that brand ambassadors may be perceived as pressure agents who promote products because they get free stuff - or worse, as annoying interfering people best avoided.

The best ambassadors, however, it has been found, are people who are seen as friendly, everyday brand loyalists for love to talk to people about their own experiences.

Questions :

- (a) Based on your own understanding of reference groups, how effective would brand ambassadors be as reference groups for relatively expensive, infrequently bought products and services ? How would your answer change if the product in question was detergent or cooking oil ?
- (b) In your view, in the Indian marketing context, is the concept of brand ambassadors likely to succeed ? Justify your answer.
- (c) Comment upon Sony's strategy of using brand ambassadors to launch its cameras. What can be the possible dangers of using this approach ?

ASSIGNMENT GURU

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MANAGEMENT PROGRAMME

Term-End Examination 03011

June, 2012

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : This paper consists of 2 sections A and B. Attempt any three questions from section - A. Section-B is compulsory. All questions carry equal marks.

SECTION - A

1. (a) Explain the major influences on organisational buying.
- (b) You have been put in charge of purchase of photocopies for your country under organisation. What is the process you would follow for supplier selection and why?
2. (a) How do marketers apply their understanding of 'Learning' as a variable? Explain using suitable examples.
- (b) Clearly distinguish between classical and instrumental conditioning as theories of consumer learning

3. (a) In terms of the family life cycle, what would be most attractive segments for the following products/services and why ?
- (i) Gym membership
 - (ii) Branded Household furniture.
- (b) What are the sources of power in family decision making ? Explain briefly.
4. (a) What are the factors that are likely to increase prepurchase search for information by consumers ?
- (b) What type of information search behaviour can you expect in the purchase of the following and why ?
- (i) Selecting a restaurant to take your family to dinner
 - (ii) Selecting a brand of tea.
-
5. Write short notes on *any three* of the following :
- (a) Role of attitudes in buying behaviour
 - (b) Howard sheth Model
 - (c) Cognitive Dissounance
 - (d) Choice Heuristics
 - (e) Types of Reference Groups

SECTION - B

6. Read the case study given below and answer the questions at the end of the case.

Few brands excite such intense loyalty as that found in the hearts of core Apple buyers. Whether they own a Mac computer, an iPod or even an iPhone, Apple devotees are rock solid in their devotion to the brand. At one end are the quietly satisfied Mac users and at the other extreme are the Mac zealots, sometimes called the Macolytes, people who are highly devoted to Apple products.

The chances are good that you know one of the Macolytes, perhaps you are one yourself. These are people who buy all the latest Apple products and accessories to improve their experiences. They virtually live and wait for the next Apple releases.

Apple enthusiasts see Apple founder Steve Jobs as the Walt Disney of technology. Say the word Apple in front of them and they will start talking excitedly about the superiority of the brand. According to one industry observer, a Mac or an iPhone comes as "not just a machine in a box, it comes with a whole community of fellow believers". The loyal core of Apple users is at the fore front of Apple's recent personal computers resurgence and its burgeoning iPod, iTunes and iPhone empire.

What is it that makes Apple buyers so loyal ? Why do they buy a Mac instead of an HP or a Dell and an iPhone instead of a Nokia or a Motorola ? Ask the true believers and they will simply tell you that Apple's products work much better and do more or that they are simpler to use. But Apple buyer behavior has much deeper roots. Apple puts top priority on understanding its customers and what makes them tick deep down. It knows that, to Apple buyers, their computer or iPhone is much more than just a piece of electronic equipment. It's a part of their own self expression and lifestyle - a part of what they are. When you own a Mac, you are anything but mainstream. You are an independent thinker, an innovator, ahead of the crowd.

Apple plays to these deep seated consumer buying needs and motives in everything it makes and sells. By one account:

Apple is the epitome of cool- a company that has gained cult like following because it somehow manages to breathe new life into every category it touches. From sleek laptops to even sleeker phones, Apple products are imaginative, irreverent and pleasing to the eye. They're fun to use and have wrecked havoc on competitors. Apple has shown " a marketing and creative

genius with a rare ability to get inside the imagination of consumers and understand what will captivate them.”, says one analyst. Apple has been “obsessed with Apple users’ experience”

Apple’s obsession with understanding customers and deepening their Apple experience shows in everything that the company does. For example, a visit to an Apple retail store is a lot more than a simple shopping trip. Apple stores are very inviting places. The store design is clean, simple and just oozing with style, much like an Apple iPod or iPhone. These stores invite shoppers to stay a while, use the equipment, and soak up all the exciting new technology.

Apple’s keen understanding of consumers and their needs help the brand to build a core segment of enthusiastic disciples. The most recent Consumer satisfaction index in the U.S. gave Apple a market leading Consumer Satisfaction Score of 85- the highest ever recorded for a company in the personal computer industry. Another survey showed that Apple commands the strongest repurchase intent of any personal computer brand -81% of households with an Apple as their primary home personal computer plan to repurchase an Apple.

In turn, the consumer love affair with Apple has

produced a stunning sales and profit results. Despite the 2008 economic recession, Apple's sales that year soared to a record \$ 32.5 billion, a 35% growth over the previous year and more than four times the sales just four years earlier. In 2009, despite the recession that crippled much of the electronics industry, Apple's iPod and iPhone sales continued to grow at a healthy rate. Last year alone, the company sold almost 12 million iPhones and 55 million iPods.

- (a) How has a keen understanding of the consumer helped Apple as a company?
 - (b) Critically examine the perception that Apple buyers seem to have about Apple products. What in your view, has contributed to such an image in the consumer's mind?
 - (c) If you were one of Apple's competitors, what steps would you take to overcome the consumer loyalty to Apple products and get them interested in your product offerings?
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No. of Printed Pages : 3

MS-61

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.

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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No. of Printed Pages : 3

MS-61

MANAGEMENT PROGRAMME

Term-End Examination

June, 2013

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) What do you understand by the term 'consumer behaviour' ? Discuss the applications of study of consumer behaviour in marketing giving suitable examples.
- (b) Briefly explain the different approaches to the study of consumer lifestyle. How can AIO lifestyle study be applied to the marketing of 'Ready-made Garments for Men' ?
2. (a) How would you differentiate between organisational buying and individual buying behaviour ? Taking the example of purchase of air conditioners for your personal use and for organisational purpose, explain the differences.

- (b) Explain the Maslow's hierarchy of needs and its applications in marketing. What are its major flaws ?
3. (a) What is a reference group and what are its different types ? Explain the applications of reference group in the area of advertising.
- (b) What are the types of information sought by the consumer at the time of purchase evaluation in buying decisions ? Explain.
4. Write short notes on *any three* of the following :
- (a) Sensory system
- (b) Functions of consumer attitude
- (c) The theory of self concept
- (d) Buying stage and situational influences
- (e) Bettman's information processing model.

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SECTION-B

5. (a) Briefly explain the family life cycle concept. Which stage of the family life cycle would constitute the most suitable segment(s) for the following products and why ?
- (i) Refrigerator
 - (ii) Educational services
 - (iii) Toys
- (b) How do consumers seek to reduce post purchase dissonance ? As a marketer of consumer durables, explain what would be your strategies to provide positive reinforcement to the consumers after they have purchased your products.



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No. of Printed Pages : 3

MS-61

MANAGEMENT PROGRAMME

Term-End Examination

December, 2013

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : This paper consists of **Two SECTIONS-A and B.** Attempt **any three** questions from **SECTION A.** **SECTION-B is compulsory.** All questions carry equal marks.

SECTION - A

1. (a) Explain the various purchase roles that come to play within a family during buying process.
(b) Which of the stages of the family life cycle constitute the most lucrative segment for the following products/services. Explain your answer with reason(s).
 - (i) Pizza Takeaway
 - (ii) Package Holiday Tour.
2. (a) Explain the Attitude Towards Objects Model (ATO Model).
(b) A Korean passenger car manufacturer wants to launch a new line of passenger cars in India. Given your knowledge of the Indian consumer and their attitude towards cars, how can you use a model of consumer attitude to develop a marketing strategy for the launch of these cars in India. Describe the attitude(s) you hope to invoke in your target consumer.

3. (a) What are the characteristics of Organizational Buying Behaviour? Explain.
(b) Elaborate the phases of Organizational Buying Decision Process.
4. (a) Explain the values and lifestyles classification, elaborating on the NINE VALS segments.
(b) Illustrate, with examples the application of lifestyle concept in marketing.
5. Write short notes on *any three* of the following :
 - (a) Nicosia model of Consumer Decision Process.
 - (b) Post Purchase Dissonance.
 - (c) Reference Group Influence.
 - (d) Individual Determinants of Consumer Behaviour.
 - (e) Sensory Thresholds.

SECTION - B

6. Scientists say that skin colour is determined by the amount and type of melanin (pigment) in the skin. They also say that whether we are fair or dark is dependent more on genetic rather than environmental causes.

Yet people all over the world are preoccupied with the colour of their skins. Fair skinned people in subtropical regions spend a lot of time and energy getting tanned ; while darker skinned people in the tropics covet fair skin.

Fair and Lovely, Fairever, Fairglow....., fairness creams have become a vital part of the Indian women's beauty regime. Indian men are not unaffected by this fairness phenomenon, with a number of fairness creams specially for men having been introduced in the Indian market.

QUESTIONS :

- (a) What are the needs and values involved in the purchase and use of "fairness cream for men" ?
 - (b) What consumer behaviour variables would support the success of "fairness cream for men" in India ? What might hamper, if any, the chances of success of the product ?
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No. of Printed Pages : 2

MS-61

MANAGEMENT PROGRAMME

Term-End Examination

June, 2014

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : This paper consists of **two Sections-A and B**. Attempt **any three questions from Section-A**. **Section-B is compulsory**. All questions carry **equal marks**.

SECTION - A

1. (a) Explain the concept of classical conditioning and operant conditioning in the context of theories of learning.
(b) Elaborate the five stages involved in the model of information processing.
2. Critically examine the Howard Sheth Model of Buyer Behaviour.
3. (a) Explain some basic choice heuristics for Limited Problem solving and Routine Response Behaviour.
(b) You want to buy a perfume for self use. Justify the choice heuristic / decision making rule most likely to be applied in this case.
4. (a) The influence exerted by a group depends on the type of reference group it is. In this context, elaborate on the four general types of groups, giving examples of products / services for each.
(b) Explain the consumption patterns of families in different life cycle stages.

5. Write short note on **any three** :
- (a) Characteristics of Organizational Buying Behaviour.
 - (b) Freudian Theory.
 - (c) Subliminal Perception
 - (d) Applications of Consumer Behaviour in marketing.
 - (e) VALS System of Classification.

SECTION - B

ABC is in the business of herbal cosmetics since 1984, with an objective of becoming a one roof solution for all beauty and cosmetic products. It provides a wide range of beauty cosmetic products strictly prepared with herbal ingredients. Its product range spans hair care, skin care, body/face/hand/foot care products. Recently it has ventured into Health care with the introduction of 2 Products - AMRIT TUMBLER - a water tumbler that will help control Blood pressure ,reduces Cholestrol and also purifies blood and SLIM TUMBLER - a water tumbler with a Presence of Vijaysar (a natural ayurvedic herb that controls sugar and burns fat.

6. (a) What steps the ABC Company should take to form the Consumer Attitudes towards their new 2 products ?
- (b) Suggest an appropriate promotional strategy for AYUR's "health care tumblers" looking at the perception. Related barriers people may have against this form of product.
-

No. of Printed Pages : 2

MS-61

MANAGEMENT PROGRAMME

Term-End Examination

December, 2014

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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

SECTION - A

1. A 'Timeshare' is a property with a particular form of ownership - i.e. use rights. Here multiple parties hold the right to use the property and each 'sharer' is allotted a period of time (typically a week in a year) in which they may use the property. PQX Limited is offering membership in its "Timeshare Resorts". How can VALS segmentation profiles be of help to this company? Which segments should be targetted? Which positioning strategy can be used for each of the segments targetted?
2. Critically evaluate the HOWARD SHETH MODEL and the BETTMAN'S INFORMATION PROCESSING MODEL.

3. (a) Explain the concept of learning and discuss the classical conditioning theory of learning.
- (b) You have just purchased a new laptop. What factors might cause you to experience post purchase satisfaction/dissatisfaction ? What can be the marketer's response strategies in such a situation ?
4. Write short notes on **any three** of the following :
- (a) Organisational buying behaviour Vs Individual buying behaviour.
- (b) Family life cycle concept.
- (c) Theory of Self Concept.
- (d) Functions of Consumer Attitude.
- (e) Sensory Thresholds.

SECTION - B

5. (a) Elaborate the various INDIVIDUAL and GROUP influences on Consumer Behaviour. What kind of influences would you expect in the following ?
- (i) Choice of a Gymnasium
- (ii) Choice of a fairness cream
- Give reasons for your answer.
- (b) Explain the concept of Culture and Sub-Culture. Discuss the importance of Sub-Cultural segmentation for food products.

No. of Printed Pages : 2

MS-61

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.

No. of Printed Pages : 2

MS-61

MANAGEMENT PROGRAMME

Term-End Examination

December, 2015

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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

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) Subliminal 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 targetted.
-

No. of Printed Pages : 2

MS-61

MANAGEMENT PROGRAMME

Term-End Examination

June, 2016

MS-61 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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

SECTION - A

1. Which stage of the family life cycle could constitute a lucrative segment for the following ? Give reasons for your answer. Recommend a positioning strategy for each.
 - (a) Pizza (Take away and delivery only)
 - (b) Branded Gold Jewellery

2. What type of products/services are not likely to be subject to :
 - (a) Informational influence
 - (b) Comparative influence
 - (c) Normative influence

Explain your answer using relevant examples.

3. You propose to buy the following products :

- (a) a laptop
- (b) a fairness cream

Justify the choice of decision making rule likely to be applied in each case. Based on this comment on the marketing implications for the marketers of these products.

4. Write short notes on **any three** of the following :

- (a) Types of motivation conflict
- (b) Theories of Learning
- (c) Howard Sheth Model
- (d) Maslow's hierarchy of needs
- (e) Types of sub-cultures

SECTION - B

5. Club Travel is a prominent company in the travel and vacation industry (both domestic and international).

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

No. of Printed Pages : 2

MS-061

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

No. of Printed Pages : 2

MS-061

MANAGEMENT PROGRAMME

Term-End Examination

June, 2017

MS-061 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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- 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 behaviour' ? Explain the scope of consumer behaviour giving suitable examples.
(b) Discuss the characteristics that distinguish organizational buying from individual buying.
2. (a) What is meant by consumer perception ? Explain the stages in the perceptual process giving suitable examples.
(b) Explain the term 'personality'. Discuss the 'Trait Theory of Personality' and its limitations.

3. (a) Explain the concept of family life cycle. How do family life cycle stages affect the consumption pattern ? Discuss with the help of examples.
- (b) Why is information search behaviour of consumers important to marketers ? What are the various sources of information used by consumers ?
4. Write short notes on **any three** of the following :
- (a) VALS system of classification
- (b) Theories of motivation
- (c) The Attitude-Towards-Objects (ATO) Model
- (d) Reference group applications in marketing
- (e) Nicosia's Model of Consumer Decision Making.

SECTION - B

5. (a) Explain the concept of culture and subculture. Discuss the relevance of subcultural segmentation in case of the following products :
- (i) Ready to eat food products
- (ii) Apparels
- (b) As a marketer of consumer durables like refrigerators, washing machines etc., what strategies would you adopt for responding to post purchase feelings of your consumers ? Discuss.

No. of Printed Pages : 2

MS-061

01432

MANAGEMENT PROGRAMME

Term-End Examination

December, 2017

MS-061 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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- 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 lifestyle ? Explain the applications of lifestyle marketing giving suitable examples.
(b) What is meant by consumer perceptions ? How do you justify the relevance of studying perceptions when they may not accurately reflect reality ? Give example(s) to illustrate your answer.
2. (a) Critically analyze the 'Maslow's hierarchy of need's theory and its relevance for marketers. What are its major flaws ?
(b) Explain the concept of learning and discuss its marketing applications.

3. (a) What do you understand by reference group influence ? Suggest a few products for which you think reference groups would exert a strong influence with regard to the purchase of the product and the brand provide explanation for your choice.
- (b) Why is information search behaviour of consumers important to marketers ? Discuss giving suitable examples.
4. Write short notes on **any three** of the following :
- (a) Applications of consumer behaviour in marketing.
- (b) Concept of information processing.
- (c) Theories of post-purchase evaluation.
- (d) Types of problem solving behaviour.
- (e) Nicosia's model of consumer decision making process.

SECTION - B

5. (a) Briefly explain The Family Life Cycle Concept. Which of the stage(s) of the family life cycle constitute the most lucrative segment for the following products ? (Attempt any two)
- (i) Home appliances
- (ii) Baby food
- (iii) Luxury products
- Explain your answer with reasons.
- (b) How would you differentiate between organizational buying and individual buying ? Taking the example of purchase of laptops for organizational purposes and for your personal use, explain the differences.

No. of Printed Pages : 2

MS-061

01745

MANAGEMENT PROGRAMME

Term-End Examination

June, 2018

MS-061 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

-
- Note :** (i) Attempt 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 behaviour'? Briefly explain the applications of consumer behaviour in marketing giving suitable examples.
(b) Explain the various buying roles that come to play within a family during buying process, taking the example of any product of your choice.
2. (a) With the help of suitable example, explain the Attitude Toward Objects (ATO) Model.
(b) What do you understand by the term 'Personality'? Briefly explain the Trait Theory of Personality and discuss its limitations.

3. (a) Explain the concepts of culture and sub-culture. Discuss the relevance of sub-culture segmentation for food products.
- (b) What are the factors that are likely to increase prepurchase search for information by consumers ? Discuss giving suitable examples.
4. Write short notes on any three of the following :
- (a) Applications of lifestyle marketing
- (b) Factors influencing organizational buying
- (c) Sensory system
- (d) The basic choice heuristics
- (e) Howard Sheth Model

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 (attempt any two)
- (i) Membership of health club
- (ii) Toothpaste
- (iii) Readymade garments
- (b) You are marketing manager of a company that markets a range of washing machines. How will you anticipate, analyze and respond to the post-purchase behaviour of your customers ?
-

No. of Printed Pages : 2

MS-061

00454

MANAGEMENT PROGRAMME

Term-End Examination

December, 2018

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 are the major stages in the consumer buying decision process ? Are all these stages used in all consumer purchase decisions ? Why or why not ?
(b) Discuss the major areas of application of consumer behaviour in marketing.
2. (a) Differentiate between organisational buying and individual buying. Why do organisational buyers involved in straight rebuy purchase require less information than those making a new-task purchase ?
(b) What do you understand by the term 'learning' ? Explain how an understanding of consumers' learning process might affect marketing strategy planning. Give an example.

3. (a) Consumers play many different roles in the buying process : initiator, influencer, decider, buyer and user. Explain these roles and discuss who may play these roles in the purchase of :
- (i) A family car
 - (ii) A toy
- (b) Why an understanding of information search behaviour of customers important to a marketer ? Discuss giving suitable examples.
4. Write short notes on **any three** of the following :
- (a) Sensory thresholds
 - (b) Motivational conflicts
 - (c) The Attitude - Toward - Object (ATO) Models
 - (d) Trait Theory of Personality
 - (e) Cognitive Dissonance

SECTION - B

5. (a) As a retailer of menswear, propose how you would use lifestyle approach to succeed in your venture.
- (b) Explain the concept of culture and subculture. Discuss the relevance of sub-cultural segmentation in case of the following :
- (i) Fast Food Restaurant Chain
 - (ii) Insurance
-

605652

No. of Printed Pages : 3

MS-61

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2019

MS-61 : CONSUMER BEHAVIOUR

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

Section—A

1. (a) Explain psychographic and lifestyle analysis. Explain how they might be useful for planning marketing strategies to reach college students.
(b) Explain the 'Maslow's Hierarchy of Needs' and provide examples of one or more products that enable you to satisfy each of the five levels of need.
2. (a) What is organisational buying behaviour ? Discuss its characteristics.

[2]

MS-61

- (b) Explain the term 'personality'. Discuss the Trait theory of personality and its limitations.
3. (a) Explain the concept of culture and sub-culture. How does sub-cultural analysis help a marketer in the segmentation exercise ?
- (b) Why is the post-purchase behaviour stage included in the model of the buying process ? What relevance does this stage have for marketers ?
4. Write short notes on any *three* of the following :
- (a) Sensory System
 - (b) Functions of Consumer Attitude
 - (c) Theories of learning
 - (d) Nicosia's model of consumer decision process
 - (e) Concept of information processing

Section—B

5. (a) What do you mean by a 'Reference Group' ? Illustrate how the reference group concept may apply in practice by explaining how you personally are influenced by some

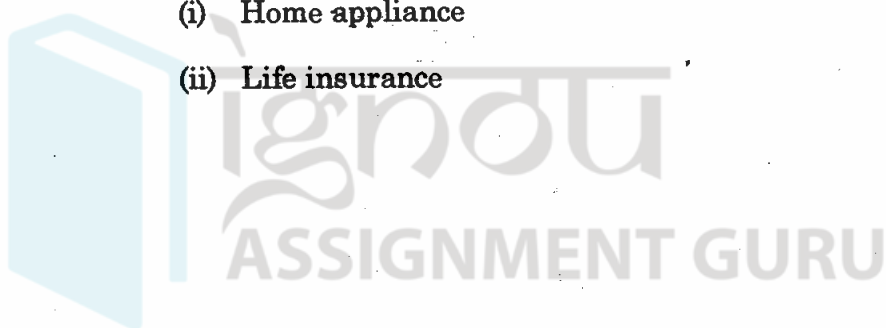
[3]

reference group for some product. What are the implications of such behaviour for marketing managers ?

- (b) Explain the concept of family life cycle. Which stage(s) of the family life cycle could constitute a lucrative segment for the following ? Give reason for your choice :

(i) Home appliance

(ii) Life insurance



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No. of Printed Pages : 2

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MS-57

MANAGEMENT PROGRAMME

Term-End Examination,

December 2019

MS-57 : MAINTENANCE MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 100

*Note : (i) Answer any four questions.
(ii) All questions carry equal marks.*

1. a) What is Corrective maintenance? Explain some useful strategies for reducing corrective maintenance time.
b) Discuss the significance of scheduling in plant maintenance. List down and describe various policies of scheduling applicable to maintenance.
2. a) What do you understand by condition based maintenance system? What are "On-line" and "Off-line" condition monitoring? Briefly explain with suitable examples.
b) List down the costs associated with equipment breakdown. Discuss different functions of maintenance department.
3. a) What intangible benefits can be expected from IT enabled maintenance operations?
b) Discuss in brief the economics of repair and replacement of equipment.

(2)

4.
 - a) What is a “bath-tub” curve? Describe briefly the three regions into which the life cycle of a unit or device can be sub-divided.
 - b) Distinguish between process FMEA and design FMEA. Also discuss the merits and demerits of FMEA.

5.
 - a) What is Codification? What is its significance in maintenance spare parts management? What are the advantages of codification?
 - b) What is Maintainability? Discuss different elements of maintainability. Explain its relationship to availability.

6. Write short notes on **any four** of the following :
 - a) A-B-C analysis
 - b) Zero breakdown
 - c) Overhauling of machines
 - d) FIFO and LIFO
 - e) Centralised and decentralised systems
 - f) Chronic and sporadic losses.



No. of Printed Pages : 4

MS-057

Management Programme (MP)

Term-End Examination

June, 2020

MS-057 : MAINTENANCE MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

1. What do you understand by "Planned Maintenance System" ? To implement a planned maintenance management system successfully, what various documents are required ? Elaborate.

P. T. O.

[2]

MS-057

2. What are the important components of a maintenance organization ? Also provide factors to be kept in view while deciding roles and responsibilities for maintenance personnel.
3. What are the basic expectations of the organization from the employees as far as maintenance management is concerned ? Also explain the expectations of employees from the organization.
4. What are the parameters of the Weibull model ? Explain how the model is used for failure diagnosis by briefly explaining the relationship between the shape parameter β and the underlying cause(s) of recurrent failure.

[3]

MS-057

5. What do you mean by Reliability Centered Maintenance (RCM) ? What are the various steps involved in RCM methodology ? Why is it said that, "Under RCM methodology, the problem is not failure at all, it is the consequence of failure" ?
6. What type of information you will be looking into before deciding a proper maintenance strategy ? Explain the procedure for choosing a suitable maintenance strategy.
7. Write short notes on any *three* of the following :
- (a) Basic principles of maintenance planning
 - (b) Zero based budgeting

[4]

MS-057

- (c) Total Quality Management (TQM)
- (d) Negative Exponential Distribution
- (e) Types of Audit
- (f) Chronic and Sporadic Losses



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MS-057

1560

MANAGEMENT PROGRAMME

Term-End Examination

February, 2021

MS-061 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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

SECTION A

1. (a) What do you understand by the term 'consumer behaviour' ? Discuss the applications of consumer behaviour in designing the marketing mix.
- (b) Explain the AIO Inventories method for studying lifestyle, giving suitable examples.
2. (a) What is organisational buying behaviour ? Explain its characteristics.
- (b) You are the marketing manager of a company that sells washing machines. How will you respond to the post-purchase feelings of your customers ?

3. (a) Explain the term 'information processing' and discuss its marketing implications.
- (b) Define culture and subculture. How does subcultural analysis help a marketer in the segmentation exercise ?
4. Write short notes on any **three** of the following :
- (a) Stages in the perceptual process
- (b) Maslow's hierarchy of needs
- (c) The functions of consumer attitude
- (d) Theories of learning
- (e) Trait theory of personality

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SECTION B

5. (a) What is a reference group ? Name two reference groups that are important to you. In what ways do they influence you in your purchasing behaviour ? Discuss taking example of any product of your choice.
- (b) Briefly explain the family life cycle concept. Which stage(s) of the family life cycle would be an attractive segment for the following products and why ?
- (i) Life insurance policy
 - (ii) Fast food restaurants
 - (iii) Luxury products

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