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MASTER OF BUSINESS

ADMINISTRATION

(MBA-NEW)

Term-End Examination

December, 2024

MMPM-001: 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 are the applications of lifestyle marketing in consumer behaviour?
 - (b) Design a marketing strategy based on VALS for home decor retailer.
- 2. (a) Illustrate the stages of perception with a suitable example.
 - (b) Does subliminal perception work? Why or why not?
- 3. How does a problem recognition stage vary between a low and high involvement purchase? How can the marketers benefit from these variations?
- 4. Write short notes on any *three* of the following:
 - (a) Types of reference groups and influence exerted
 - (b) The family life cycle stages
 - (c) Factors related to Information search
 - (d) Engel-Kollat-Blackwell model
 - (e) Difference between consumer and industrial buying behaviour

Section—B

- 5. (a) How is the concept of positioning relevant for launching a new product? Discuss.
 - (b) In case a company is planning to launch a new product, how the concept of 'motivation' will be relevant? Discuss.