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MMPM-001

**MASTER OF BUSINESS
ADMINISTRATION
(MBA) (NEW)**

Term-End Examination

June, 2025

MMPM-001 : 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) Explain in detail consumer decision-making process with the help of a flow diagram.

- (b) What are the marketing applications of consumer behaviour ?
2. Discuss the major influences on Organizational Buying Behaviour. How is it different from purchase of CCTV cameras for individual buying ?
3. (a) Define Motivation. Why is it important to study consumer motivation/motives for marketers ?
- (b) Describe the *three* types of motivational conflicts with example.
4. Write short notes on any *three* of the following :
- (a) External environment and group influences

- (b) Fisher's model of Organizational Buying Behaviour
- (c) Role of reference groups in CDM (Consumer Decision Making)
- (d) Role of culture and subculture in CDM (Consumer Decision Making)

Section-B

5. Vending Machines (Motivation)

Thomson was a limited company manufacturing vending machines. These machines could be used for automatic vending of cigarette packs, match boxes, tea, coffee, cold drinks, chocolates and many other products. The vending machines had to be programmed for vending various items. One machine could handle a variety of

products as well. These were to be installed at shopping centres, cinema halls, public places, hotels, etc. The manufacturer started with installing these machines in various parts of the city for selling coffee and tea. The machines became popular, as they served the customers with both tea/coffee at a standard price, and the customer had the choice of having strong or light, with or without, sugar, more or less milk depending on his choice. As they became popular, more and more machines were set up at strategic places like bus stations, railway platforms, etc., so that the customer had an access to the beverage, whenever he needed it. In the beginning, an attendant was also required to

stand with the machines, as they were not fully automatic. Later, fully-automatic machines were developed, which could work without the help of an attendant. The attendant had to come only once, to replenish the stocks, and take out the cash from the machines. A difficulty that was faced, was that these machines did not accept torn notes, or some coins which got stuck in them. To overcome this difficulty, the company was contemplating to introduce a card system, which could be purchased with ₹ 100, or its multiples, and on using these cards, the amount would get debited automatically and the balance would be known by the consumer.

The survey showed the results, but a lot of effort would be required to motivate the consumers to buy these cards. The company also contemplated providing the consumers with other products as well. These could be cigarettes, soaps, oils, cold drinks, chocolates, biscuits, etc.

- (a) Do you think that the company will succeed in selling other products along with the tea/coffee they are already selling ? Give reasons in support.
- (b) How can the company motivate the consumers to buy other products, as well as, to use the cards instead of cash ?

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