

**MANAGEMENT PROGRAMME  
(MP)**

**Term-End Examination**

**June, 2025**

**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.

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**Section-A**

1. An awareness campaign is being planned by an NGO to tackle the problem of plastic waste. The campaign "Say no to plastic" is going to be run across all the states of India. How can the understanding of consumer attitudes and change in attitudes help you in designing the campaign ?

2. A consumer research reveals that fashion trends, styles and colors suggest that clothes are one of the most influenced purchases of a customer. Since early childhood social approval is important for “what I wear”. While people are self-conscious of what they wear in public, they are less fussed with clothes worn at home. Consumers also often think that there is not much difference between quality and comfort of expensive brands and the lesser known/unknown brands. Real difference lies in how these brands are perceived. Many people feel that wearing expensive clothes make others feel good just looking at the person wearing them.

Apply your knowledge of consumer behaviour to explain the above. What marketing implication can you draw based on your understanding ?

3. Consider purchase of the following :
- (a) Formal shirt
  - (b) Passenger car

How would need recognition, pre-purchase search and decision-making rules differ for the above two products ?

What marketing implications do this hold for the marketers of these two products ? Explain.

4. Write short notes on any *three* of the following :
- (a) Motivation
  - (b) Cognitive Dissonance
  - (c) Characteristics of Organisational Buying Behaviour
  - (d) Howard Sheth model
  - (e) Family life cycle

### Section—B

5. Since the inception of civilization, the jewellery is an integral part of Indian society. For Indian women, it holds utmost significance, not only in term of embellishment but also it is considered auspicious. Women use jewellery made from gold, silver, precious, semi-precious stones

etc. Traditionally, jewellery has always been related with wealth, power and prosperity.

As a brand manager of a real jewellery brand “Ruby” what implications can you draw for marketing of jewellery from the understanding of personality and self-image; culture and subculture influence; terminal and instrumental values ?

How will you incorporate the understanding in designing your marketing strategy ?

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