

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

June, 2026

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.

Section—A

1. Imagine yourself as a producer of menswear and propose how would you use lifestyle approach to succeed in your venture. Give justification for your response.

2. What are the major factors influencing organizational buying behaviour ? Describe organizational buying situations with examples.
3. (a) What is meant by attitude ? How do you justify the relevance of studying attitudes in consumer behaviour ?

(b) Explain the factors that are most important in terms of retrieving information by a consumer.
4. (a) Explain the purchase process and its determinants.

(b) Discuss the different components of alternative evaluations used by consumers by suitable examples.
5. Write short note on the following (any *two*) :

(a) Types of problem solving behaviour

(b) Reference groups and their importance in consumer behaviour

(c) Howard Sheth model of consumer behaviour

- (d) Ways of managing risk in organisational buying
- (e) Maslow's Hierarchy of Needs Theory

Section—B

6. Read the case and answer the questions at the end of case :

Alien Solly, one of the top names in men's formal wear, has a very clear cut message for its target audience—'dress differently'. Alien Solly ad campaigns are equally distributed in print as well as electronic media. The print media has sold Alien Solly as new age brand of relaxed office formal wear. The model of the ad is chosen to project cool, collected and aimed in life. A person with a style of his own. Someone who defies the age old tradition of dressing in stereotyped corporate conformity.

The next step of Alien Solly was to propagate the same message through

television ad. O&M was hired for this message to be telecast—"what you wear is what you believe - be a non-confirmist." If you do so, you will not only be appreciated but will be followed by others. The visual effect was created accordingly. The railway station bears a grey dull look, yet sophisticated (representing the mechanically working corporate world). The train stops, the doors open and then suddenly the hero in flashy yellow shirt with a maroon tie walks towards the train. He walks with his coat flung on the shoulder. The compartment door opens, compartment filled with sombre faces dressed in monochromatic colour. As the hero sits people crane out their neck to get a glimpse of the man, as the hero crosses his legs, everyone else does so, the message—Alien Solly man is copied by everybody. Every action of the man is copied. Next shot

(presumably) the next day the hero is again dressed in red shirt and yellow tie enters (cool as usual), the compartment is filled with the same people, but, all in yellow shirt and maroon tie. The message is complete, make people follow you in the matter of dressing.

The ad which has become a great success, was shot in an old British styled railway station in Sydney. It was of about 50 seconds duration. But, in these 50 seconds nearly 75 shots were shown, bringing in high pace in the film along with fleeting images in the background. Most part of the ad is shot on 'shallow depth of field' as against wide angle view, which brings in blurred view leaving to viewer's imagination. Along with this is the greenish tinge in the film bringing in a futuristic appeal. All these were done with one idea to be put across be bold but, relaxed, you become the leader. The ad has been successful in passing on the message.

Questions :

- (i) Describe the appeal of the Alien Solly ad. Is it rational approach or emotional approach ? Justify your response.
- (ii) What effect do you think the 'background effect' in the ad communicate to the viewers ? What influence do you think it would have on the behaviour of consumers ?

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