

No. of Printed Pages : 3

MMPM-001

**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.

x x x x x x x