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MMPM-001

**MASTER OF BUSINESS
ADMINISTRATION
(MBA)**

Term-End Examination

December, 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.

C-2181/MMPM-001

P. T. O.

Section-A

1. Imagine yourself as a retailer of Classy Home Decor. How would you position the product to a specific lifestyle as a part of VALS lifestyle segmentation ?
2. What is meant by consumer perception ? Discuss the factors of perception which help in formation of image in the minds of consumers. Explain with example.
3. Critically analyze Maslow's Need Theory of Motivation. What are the major limitations of this theory ?
4. How is learning undertaken as a part of information processing ? Discuss the different stages of learning with examples.

Section-B**5. Case Study :****Family Influences**

A certain store was keeping a number of brands of washing machines. They had washing machines to cater to the needs of all the segments of the society. They were stocking IFB, Videocon, BPL, National, Godrej, and local made washing machines as well. They had both automatic, semi-automatic and manual machines. The automatic machines were bought by the higher income group. The middle income group were content with semi-automatic machines. Manual hand operated machines were for the lower class of clientele, and also

those living in the rural areas, where electrification was not complete or the electricity went off for days together.

It was observed that when customers came to buy an automatic machine, they usually came with their spouses and they looked mainly at the colour, style of functioning, electric consumption, care for handling, price factors, etc. Many customers would not buy on their first visit. They would come back after an interval of time, and bought the machine after careful considerations of the attributes that they were looking for. Many would lower their choice, and come back to buy semi-automatic, instead of automatic machines.

The sale was observed to be highest during marriage seasons and at festival times. There was a great influence of the housewives in buying these, as they were the ultimate users.

With a lot of information imparted by the media, and the children being exposed to it for several hours, in a day, They seemed to have a good knowledge of the attributes, and had a great say in the purchases and their opinions were also given weightage by the parents.

Since a chain store is more interested in the sales to materialize, rather than pushing any particular brand, the salesmen are directed to satisfy the customers or the family. This should be their first consideration.

Questions :

- (a) Do you feel that group interaction helps the buyer too, in his decision-making process ? Elaborate.
- (b) What should be the role of the marketer in the above case regarding, advertisement, promotion, persuasion and closing the sales ?

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