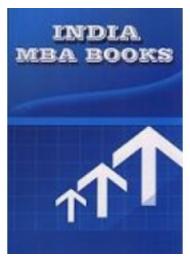
MS-61: CONSUMER BEHAVIOUR



Brand: Mehta Solutions **Product Code:** MS-61

Weight: 0.00kg

Price: Rs500

Short Description

IGNOU MS-61: CONSUMER BEHAVIOUR

Description

MS-61: CONSUMER BEHAVIOUR SOLVED PAPERS AND GUESS

Product Details: IGNOU University MS-61: CONSUMER BEHAVIOUR

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other ignou University book solutions now mehta solutions brings top solutions for **IGNOU MS-61**: **CONSUMER BEHAVIOUR SERVICES book** contains previous year solved papers plus faculty important questions and answers specially for ignou University .questions and answers are specially design specially for ignou University students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

MANAGEMENT PROGRAMME
 Term-End Examination
 December, 2021
 MS-61: 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 'Timeshare' is a property with a particular form of ownership i.e. use rights. Here multiple parties hold the right to use the property and each 'sharer' is allotted a period of time (typically a week in a year) in which they may use the property. PQX Limited is offering membership in its "Timeshare Resorts". How can VALS segmentation profiles be of help to this company? Which segments should be targetted? Which positioning strategy can be used for each of the segments targetted?
- 2. Critically evaluate the HOWARD SHETH MODEL and the BETTMAN'S INFORMATION PROCESSING MODEL.
- **3.** (a) Explain the concept of learning and discuss the classical conditioning theory of learning.
- (b) You have just purchased a new laptop. What factors might cause you to experience post purchase satisfaction/ dissatisfaction? What can be the marketer's response strategies in such a situation?
- **4.** Write short notes on **any three** of the following: (a) Organisational buying behaviour Vs Individual buying behaviour. (b) Family life cycle concept. (c) Theory of Self Concept. (d) Functions of Consumer Attitude. (e) Sensory Thresholds.

SECTION - B

- **5.** (a) Elaborate the various INDIVIDUAL and GROUP influences on Consumer Behaviour. What kind of influences would you expect in the following?
 - 1. (i)Choice of a Gymnasium
- (ii) Choice of a fairness cream Give reasons for your answer.

(b) Explain the concept of Culture and Sub-Culture. Discuss the importance of Sub-Cultural segmentation for food products

Details

- 1. Books by courier
- 2. Delivery in 5-7 days
- 3. Courier india only
- 4. Rating of product: largest selling