

**B.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2012

BFW-012 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

*Note : Attempt **any seven** questions. All questions carry **equal** marks.*

1. What are extended, nominal and limited decision making ? 10
2. What is the typical life cycle of a family ? Which stage of the family life cycle would constitute the most lucrative segment for Mc Donald's Restaurant ? 10
3. What are the various types of groups ? Explain with examples. 10
4. What are the various unethical practices of consumer ? Explain with suitable example. 10

5. What is post purchase dissonance ? What do consumers do to reduce post purchase dissonance ? 10
 6. What are three types of Information that the consumer searches for ? 10
 7. Explain Self Concept and its relevance in Consumer Behaviour. 10
 8. Explain with examples the four types of consumer situations. 10
 9. Explain the theory of classical conditioning of learning. How is it relevant in Consumer Behaviour ? 10
 10. What is the importance of perception in Consumer Behaviour ? 10
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