

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2012

MFW-016 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

Note : Attempt any 7 questions. All questions carry equal marks.

1. Explain the ways in which the study of consumer behaviour is linked to development of marketing strategies. 10
2. Why is post purchase dissonance more likely for online purchases ? How can online marketers reduce post purchase dissonance ? 10
3. Compare and contrast nominal, limited and extended decision making process ? 10
4. How can principles of operant conditioning be applied to advertising ? Explain with suitable examples. 10
5. What are the four types of situations relevant in consumer decision making ? 10

6. What are the three types of information a consumer searches for before making a decision ? 10
 7. Explain the disjunctive and conjunctive rules of decision making. 10
 8. What are the various exceptions to the typical family life cycle ? Which needs may arise because of these exceptions ? 10
 9. Explain various steps in the process of perception. 10
 10. Explain the various types of reference group influences with the help of examples. 10
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