

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

Term-End Examination

00465

December, 2014

MFW-016 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any **seven** questions. Marks are allotted against each question.*

1. Explain self concept, extended self and life style with examples. 10

2. Compare any two popular advertisements addressing women consumers – one you consider good advertising and other bad advertising. Give suitable examples to justify your answer. 10

3. Which theory of motivation will you consider best ? Explain the consumer purchase of
 - (a) Life Insurance
 - (b) Microwave ovens 10

4. What is a situation ? What are the various elements associated with situation ? 10

 5. What is problem recognition ? What role does the marketer play in helping the consumer recognise problems ? 10

 6. Write short notes on the following : 10
 - (a) Reference groups
 - (b) Social class

 7. Explain any four unethical practices by consumers. 10

 8. Which type of decision making will best explain your choice of College for doing Post Graduation ? Explain with suitable examples. 10

 9. How do consumers dispose off products ? 10
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