

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

00315 **Term-End Examination**
December, 2014

MFW-069 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Write short notes on any **two** of the following : 10
 - (a) VALS Framework
 - (b) Market Segmentation
 - (c) Functional Benefits
 - (d) Problem Recognition

2. Differentiate between : 10
 - (a) External information search and Internal information search
 - (b) Evoked set and Inept set

3. Discuss the strategy implication for both manufacturers and retailers if consumers' decision sequence is "Outlet first, second brand".

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4. What is self-concept in consumer behaviour ? Explain self-concept and lifestyle in consumer behaviour with the help of suitable examples. 10
 5. What is post purchase dissonance ? What do consumers and marketers do to reduce post purchase dissonance ? 10
 6. Explain the three different types of decision-making with examples. 10
 7. Outline the levels in Maslow's hierarchy of needs and give an example of a marketing appeal that is focused at each level. 10
 8. Is it ethical to influence children through advertisements ? Why/Why not ? 10
 9. How does a consumer evaluate alternatives and make a choice for a product like laptop ? 10
 10. Explain the implications of absolute threshold for marketers attempting to appeal to the youth. 10
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