

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

**Term-End Examination**

**December, 2014**

00366

**BFW-012 : CONSUMER BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Write short notes on any **two** of the following : 10
  - (a) Innovation
  - (b) Situational influence
  - (c) Word of mouth
  - (d) Memory and learning
  
2. Define consumer behaviour. Discuss the steps involved in the process of consumer research. 10
  
3. Explain in brief consumer behaviour and ethics. Discuss in detail what influences Consumerism and Consumer movements. 10
  
4. Explain with suitable examples nominal, limited and extended decision-making. 10
  
5. What are reference groups ? How do they influence the consumer buying behaviour ? Give suitable examples. 10

6. Define the term Culture. Discuss what constitutes culture and how it impacts the consumer decision-making. 10
7. List down the factors which determine the outlet selection by consumers. Also explain any two of them. 10
8. Discuss the significance of consumer research for a marketing firm. 10
9. Differentiate between the following : 10
- (a) Consumer and Customer
  - (b) External information search and Internal information search
10. What are the various ways by which consumers dispose off products ? How does the marketer benefit from such information ? 10
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