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BFW-012

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

Term-End Examination

December, 2015

BFW-012 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

Note : *The question paper is divided into three sections.*

SECTION A

(Differentiate between)

Attempt any three.

3×10=30

1. Latent needs and Active needs
2. Attitude based choice and Attribute based choice
3. Purchase situation and Communication situation
4. Nominal decision-making and External decision-making

SECTION B

(Explain)

Attempt any two.

2×10=20

5. How do marketers use 'figure-ground' and 'halo effect' to shape consumers' perception ?
6. The various types of perceived risks involved in the selection of outlet by consumers.
7. How do marketers use 'classical conditioning' in advertisements ?

SECTION C

(Caselet)

For 25 years, Maggi has been the leader in the Instant noodles category. Nestle India positioned Maggi as a fun food for kids which mothers could prepare easily. In March 2005, Maggi brand took the health route and launched 'Vegetable Atta Noodles' etc. The tagline also changed from 'Fast to cook, good to eat' to 'Health bhi taste bhi'. Maggi is now facing competition from other brands like Yipee Noodles, Top Ramen, etc.

8. What should Maggi do to maintain and retain its consumers ?
9. What should competitor brands do to make consumers switch from Maggi to their brands ?

2×10=20