

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

Term-End Examination

December, 2015

MFW-016 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Write short notes on the following : $4 \times 2 \frac{1}{2} = 10$
- (a) Cognitive Dissonance
 - (b) Temporal Influence
 - (c) Black Box Model
 - (d) Need Recognition
2. Differentiate between the following : $2 \times 5 = 10$
- (a) Evoked set, Inept set and Inert set
 - (b) Physical factors and Antecedent states

3. What is Perception ? Explain the process of perception. 10
 4. List down the factors which determine the outlet selection by consumers. Give suitable examples. 10
 5. Define 'Consumerism'. What are the various ethical issues related to consumer behaviour ? 10
 6. What are buying motives ? Discuss the buying roles that the consumer may perform in decision-making. 10
 7. Outline the levels of Maslow's hierarchy of needs. Give an example of a marketing appeal that is focused at each level. 10
 8. Define the term 'culture'. Discuss the constituents of culture. 10
 9. What is post-purchase dissonance ? What can the marketers do to reduce the post-purchase dissonance ? 10
 10. What are reference groups ? How do they influence the consumer buying behaviour ? Give examples. 10
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