

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

Term-End Examination

December, 2015

MFW-069 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Explain the lexicographic rule of decision-making with the help of 'mobile phones' as an example. 10
2. Give any five examples where customer is not the actual user of the product. 10
3. What are the three types of information that the consumer searches for ? Explain any two of them. 10
4. "Consumer is not always the king." Comment on the statement with suitable examples. 10
5. How will you make kindergarten kids learn washing hands before eating by applying operant conditioning theory of learning ? Explain. 10

6. What are the various factors that determine the choice of outlet by consumers ? 10
 7. Explain the difference between absolute threshold and differential threshold with the help of suitable examples. 10
 8. What is the importance of studying visual merchandising in influencing consumers ? 10
 9. How do consumers reduce post-purchase dissonance ? Explain in detail. 10
 10. Explain a typical family life cycle. 10
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