

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

**Term-End Examination**

**December, 2016**

**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. Explain in brief consumer behaviour and ethics. Discuss in detail what influences consumerism and consumer movements. 10
2. Define the term Culture. Discuss what constitutes culture and how it impacts the consumer decision-making. 10
3. List down the factors which determine the outlet selection by consumers. Also explain any two of them. 10
4. Discuss the significance of consumer research for a marketing firm. 10

5. What are the various types of groups ? Explain with examples. 10
6. Explain self-concept and its relevance in consumer behaviour. 10
7. Explain the theory of classical conditioning of learning. How is it relevant in consumer behaviour ? 10
8. "Influencing consumer's behaviour is unethical." Comment with the help of suitable examples. 10
9. What is problem recognition ? What factors trigger problem recognition ? 10
10. Differentiate between the following :  $2 \times 5 = 10$
- (a) Consumer and Customer
  - (b) External Information Search and Internal Information Search
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