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

Term-End Examination

June, 2013

MFW-016 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

Note : Attempt any 7 questions. All questions carry equal marks.

1. As a Campaign Manager of an NGO, you have to encourage youth to quit smoking. How will you do that by using theory of Classical Conditioning ? 10
2. For a product like perfume, what could be the relevant post purchase processes ? 10
3. Explain the three types of reference group influence with suitable examples. 10
4. Explain self concept and lifestyle and show their relevance in Consumer Behaviour. 10
5. Explain each step in the process of Perception. Explain, with examples the principle of similarity. 10

6. Differentiate between : **10**
(a) Disrupt strategy and maintenance strategy
(b) Nominal and limited decision making
7. What are the various post purchase processes ? **10**
Why a marketer is interested in post purchase processes ?
8. What are the various elements of a consumer situation ? **10**
9. What are evaluative criteria ? What could be the various evaluative criteria for a fruit based drink ? **10**
10. What is Problem - recognition ? What factors affect problem - recognition ? **10**
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