

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

Term-End Examination

00224

June, 2014

BFW-012 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Write short notes on any **two** of the following : 10
 - (a) VALS framework
 - (b) Consumer memory and learning
 - (c) Innovation
 - (d) Problem recognition

2. Explain the various stages in a typical family life cycle. How are the needs of a consumer in each stage different ? 10

3. What are the various post purchase processes ? Briefly explain each of them. 10

4. Define the term Consumerism. Discuss in detail the factors that influence Consumerism and Consumer movements. 10

5. Define market segmentation. Explain any two bases for segmenting markets, with the help of examples. 10
 6. Explain with suitable examples nominal, limited and extended decision-making. 10
 7. Under what conditions is brand choice more likely to be influenced by the situation than by the product characteristics ? 10
 8. Compare and contrast the concepts of absolute and differential thresholds with the help of suitable examples. 10
 9. Explain in detail as to how does social class influence consumer behaviour. 10
 10. Discuss the impact of Internet on consumer behaviour. 10
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