

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

Term-End Examination

00357

June, 2014

MFW-016 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Who is a consumer ? What are the different types of roles a consumer plays in decision making ? 10
2. Discuss in detail the various illegal and unethical practices of the marketers to influence consumers. 10
3. What is social class ? What are the determinants of a social class ? 10
4. What is post purchase dissonance ? How do marketers attempt to reduce post purchase dissonance ? 10

5. Marketers are known to promote their brands across generations using the family as the platform. Give examples. 10
6. Why is it important for marketers to understand the role of perceptual processes in marketing ? Explain the principle of closure. 10
7. Which mechanism of learning (operant conditioning or classical conditioning) will best explain consumer behaviour in purchase of : 10
- (i) Face wash
 - (ii) Cigarettes
 - (iii) Jewellery
 - (iv) Instant noodles
- Briefly explain the reasons for your choice.
8. Do you find a difference in the lifestyle of individuals of the current generation and those belonging to earlier generations ? What could be the reasons for the same ? Explain. 10
9. Explain any three decision rules in consumer decision making. 10
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