

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

00254

Term-End Examination

June, 2017

BFW-012 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Write notes on any **two** of the following : 10
 - (a) Need Recognition
 - (b) VALS Framework
 - (c) Consumerism

2. Discuss the family life cycle stages of a consumer and highlight the changing consumption pattern at each stage. 10

3. Identify the different types of consumer buying decisions based on the involvement level. List the factors which influence these decisions. 10

4. Highlight the importance of understanding consumer behaviour for developing marketing strategies. Give suitable examples. 10
 5. Differentiate between the following : 10
 - (a) Evoked set, Inept set and Inert set
 - (b) Actual self vs Ideal self
 6. Define consumer perception. How does it influence consumer behaviour ? 10
 7. Explain the Howard-Sheth model of consumer behaviour and also state the pros and cons of this model. 10
 8. What is cultural environment ? Why is it of an interest to a marketer ? 10
 9. Define reference groups. Explain with examples any two types of reference group influences. 10
 10. Explain the concept of consumer satisfaction. How should a retailer act towards dissonance ? 10
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