

**B.Sc. RETAIL AND FASHION
MERCHANDISE (BSCRFM)**

Term-End Examination

00475

June, 2017

BFR-010(S) : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

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

2. Define market segmentation. Explain any two bases for segmenting markets. Give suitable examples in support of your answer. 10

3. Under what conditions is brand choice more likely to be influenced by the situations than by the product characteristics ? 10

4. Explain in detail as to how social class influences consumer behaviour. 10

5. What factors lead to satisfaction and dissatisfaction amongst the consumers ? What are the typical responses of a dissatisfied customer ? 10
 6. For a product like a smart phone, what could be the relevant post purchase processes ? 10
 7. Develop a print advertisement for an “energy drink” which uses normative reference group influence. 10
 8. What are the various factors determining the choice of outlet ? 10
 9. How can you improve the physical surroundings (as an element of situation) for better impact in a store ? 10
 10. “Decisions are made in the mind of the consumers and not across counters.” Elaborate the statement in the light of the consumer decision-making process. 10
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