

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

Term-End Examination

00316

June, 2017

BFR-010 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any seven of the following questions. Each question carries equal marks.*

1. Define Consumer Behaviour. Write a note on the steps in the consumer buying decision process. 10
2. Explain different types of situational influences. Give examples of each situational influence. 10
3. What factors lead to satisfaction and dissatisfaction amongst the consumers ? What are the typical responses of a dissatisfied customer ? 10
4. Explain Consumer Involvement. Highlight the marketing implications of consumer involvement. 10

5. Why is it important for a marketing manager to study consumer behaviour ? Explain the key dimensions of consumer behaviour. 10

 6. Explain family life cycle. What is the role of family in the buying decision-making process ? 10

 7. Why is the study of culture important to marketers ? Give suitable examples to support your answer. 10

 8. Write a note on the Howard-Sheth model of consumer behaviour. 10

 9. Identify various sources of information. What are the factors which lead to high and low information search ? 10

 10. Define Perception. What are the various internal and external factors influencing perception ? 10
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