

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

Term-End Examination

00291

June, 2017

MFW-016 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Define “Consumer Behaviour”. Explain how the consumer decision process changes as the purchase involvement increases. 10

2. What are situational influences ? Explain the different types of situational influences and their impact on the consumer’s decision-making process. Explain with the help of examples. 10

3. Discuss the strategy implications for both retailers and manufacturers, if the consumers’ decision sequence is outlet first, brand second. 10

4. Describe the three stages of perception. Discuss the advantages and challenges of the halo effect in consumer behaviour. 10

 5. What is post purchase dissonance ? What do consumers and marketers do to reduce post purchase dissonance ? Explain. 10

 6. Why is it critically important for marketers to understand consumers ? Support your answer with suitable examples. 10

 7. Explain the Howard-Sheth model of consumer behaviour. Discuss the pros and cons of the model. 10

 8. What are reference groups ? Ascertain the different types of reference groups and their influence on the consumer's decision-making process. 10

 9. Explain in detail, how social class influences consumer behaviour. 10
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