

**M.Sc. RETAIL AND FASHION
MERCHANDISE (MSCRFM)**

Term-End Examination

June, 2017

00248

MFR-025 : RETAIL CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

Note :

- (i) Attempt any **seven** questions.
- (ii) All questions carry equal marks.

1. Define consumer behaviour. Explain the various applications of consumer behaviour. 10
2. What is meant by purchase involvement ? How does level of consumer involvement influence purchase decision-making ? 10
3. Explain how marketers can use the knowledge of various decision-making process stages. Highlight the marketing implications in all the stages. 10
4. Explain with the help of examples how social factors affect consumer behaviour. 10

5. How do consumers seek to reduce post purchase dissonance ? As a marketer, explain how you can provide positive reinforcement to the consumers after they have purchased your brand. 10
6. Define opinion leaders. What are the traits/characteristics of opinion leaders and how is this concept is used by marketers ? 10
7. Write a note on VALS system of classification. 10
8. What is "Consumerism" ? Explain the significance of consumerism. 10
9. Explain using examples as to how children influence the family consumption decision-making. 10
10. Define Attitude. What can be done to change a consumer's attitude ? Discuss. 3+7