

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

June, 2017

00251

MFW-069 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Critically evaluate the Howard-Sheth model of consumer decision-making. 10

2. Identify the factors that are likely to increase pre-purchase search for information by the consumer. 10

3. Explain with examples to understand the dynamics of husband-wife decision-making and the influence of children in family decision-making. 10

4. What is ideal self-concept and why is it important in marketing ? Give examples. 10

5. Define consumer behaviour. Why do we need to study consumer behaviour? 10
6. Make a comparison between pre and post-purchase behaviour of the consumer. 10
7. Describe the VALS system of classification. 10
8. Define culture. Explain the effect of culture and sub-culture on consumer behaviour. Give examples to support your answer. 10
9. Briefly describe various theories of personality and discuss how these theories help in the understanding of consumer behaviour. 10
10. Write short notes on any **two** of the following : $2 \times 5 = 10$
- (a) Consumer Learning
 - (b) Choice Heuristics
 - (c) Cognitive Dissonance
 - (d) Opinion Leader
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