

No. of Printed Pages : 2

BFW-012

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

June, 2015

00214

BFW-012 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

Note : The question paper is divided into three sections.

SECTION A

*Differentiate between any **three** of the following : 3×10=30*

1. Family and Household
2. Self concept and Extended self
3. Attribute based choice and Affective choice
4. Temporal perspective and Antecedent state in situation

SECTION B

*Write short notes on any **three** of the following : 3×10=30*

5. Social Learning
6. Alternative Evaluation by Consumers
7. Problem Recognition
8. Influence of Social Class on Consumer Behaviour

SECTION C

*Give an example of any **two** of the following : 2×5=10*

9. Social surrounding affecting consumer purchase
 10. Post purchase dissonance
 11. Use of innovativeness by consumers
-