

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

Term-End Examination

June, 2015

00094

MFW-016 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Write short notes on any **two** of the following : $2 \times 5 = 10$
 - (a) Cognitive Dissonance
 - (b) Situational Influence
 - (c) Functional Benefits
 - (d) VALS Framework

2. Differentiate between the following : $2 \times 5 = 10$
 - (a) External information search and Internal information search
 - (b) Temporal factors and Antecedent state

3. What is perception ? Explain the perpetual processes of perception. 10
 4. List down the factors which determine the outlet selection by consumers. Give suitable examples. 10
 5. What is consumerism ? What could be the various ethical issues related to consumer behaviour? 10
 6. Identify the different types of consumer buying decisions. What are the factors which influence these decisions? 10
 7. Explain the various stages in a typical family life cycle. How are the needs of a consumer in each stage different? 10
 8. What are reference groups ? Identify the different types of reference groups giving examples of each. 10
 9. "Decisions are made in the mind of the consumers and not across counters." Elaborate the statement in the light of the consumer decision-making process. 10
 10. Explain in detail as to how social class influences consumer behaviour. 10
-