

**M.Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (MSCFMRM)**

**Term-End Examination**

**December, 2011**

**MFW-016 : CONSUMER BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Answer any seven questions.*

*All questions carry equal marks.*

1. As a campaign manager of an NGO , you have to encourage the youth to use bicycles for commuting rather than other motor vehicles, whenever possible. How will you do that by using 'positive reinforcement' and 'negative reinforcement' ? **10**
2. What is the typical life cycle of a family ? Which stages of family life cycle will constitute the most lucrative segment for the following ? **10**
  - (a) Haldiram's restaurants
  - (b) Life Insurance
3. Write an essay on consumer behaviour and ethics. **10**
4. Explain with examples nominal, limited and extended decision making. **10**

5. Write short notes on : (any 2) 10
- (a) Social class
  - (b) Attribute based choice
  - (c) Word of mouth
  - (d) Problem recognition
  - (e) VALS framework
6. What are reference groups ? Explain the different types of reference group influence. 10
7. What are the various post purchase processes ? Briefly explain each of them. 10
8. Explain the process of perception. How does perception influence consumer behaviour ? 10
9. What could be the various ethical issues related to Consumer behaviour ? 10
10. Describe a model of Consumer behaviour. 10
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