

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

**Term-End Examination**

**June, 2011**

**MFW-016 : CONSUMER BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Answer any seven questions.*

*All questions carry equal marks.*

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1. How will you make teenagers learn washing hands before eating anything by applying theory of classical conditioning ? 10
2. Explain self-concept and lifestyle and show their relevance in consumer behaviour. 10
3. Explain three types of reference group influence with relevant examples. 10
4. Explain the various stages in a typical family life cycle and how the needs of a consumer in each stage is different ? 10
5. Explain how consumer's perception may affect his decision making ? 10

6. What is post purchase dissonance ? What do consumers and marketers do to reduce post purchase dissonance ? 10
  7. Give any five examples where the customer is not the actual user of the product. 10
  8. What is market segmentation ? Explain any two bases for segmenting markets with examples. 10
  9. Briefly explain each step in the consumer decision making. 10
  10. Write short note on any *two* of the following : 5+5
    - (a) VALS framework
    - (b) Innovation
    - (c) Situational influence
    - (d) Demographics
    - (e) Nominal decision making
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