

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

**Term-End Examination**

**December, 2013**

**BFW-012 : CONSUMER BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Explain the consumer decision making process. 10
2. "Influencing consumer's behaviour is unethical. 10  
Comment with the help of suitable examples.
3. What is likely to be the lifestyle of working 10  
married women without kids ? What special needs  
may arise because of this lifestyle ?
4. What are the elements of Consumer Situations ? 10
5. Differentiate between negative reinforcement and 10  
punishment with the help of examples.
6. write short notes on : 5+5=10  
(a) Subcultures  
(b) Social class

7. What is post purchase dissonance ? How can a marketer reduce post purchase dissonance ? 10
  8. Explain a typical family life cycle. 10
  9. What is problem recognition ? What factors trigger problem recognition ? 10
  10. What is market segmentation ? Why is it done ? 10
-