

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

Term-End Examination

December, 2013

MFW-016 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Explain how a consumer's perception may affect his decision making. **10**
2. What is post purchase dissonance ? How do consumers reduce post purchase dissonance ? **10**
3. What is market segmentation ? Explain any two bases for segmenting markets. **10**
4. Briefly Explain : **10**
 - (a) Attitude based choice
 - (b) Nominal Decision Making
5. Explain any unconventional family life cycle. **10**

6. What are the various methods by which consumers can dispose off their products ? Explain with examples. 1
 7. What are the recent trends/techniques in marketing for influencing and attracting consumers ? 1
 8. Is it ethical to influence voters through advertisements, by political parties ? Give your views in favour or against. 1
 9. What is self concept ? What possessions are a part of your extended self ? 1
 10. What influence do Social Class and Culture have on decision making ? 1
-