

**M.Sc. VISUAL MERCHANDIZING AND  
COMMUNICATION DESIGN (MSCVMCD)**

**Term-End Examination  
December, 2013**

**MFW-069 : CONSUMER BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt any 7 questions.*

*All questions carry equal marks.*

1. Explain with examples the concepts of 'absolute threshold level' and 'just noticeable difference' (jnd) and their applications in marketing. 10
2. What is the difference between a family and a household ? Give examples. Explain a typical family life cycle with a diagram. 10
3. Explain with examples nominal, limited and extended decision making. 10
4. Explain in detail with examples the theory of operant conditioning. 10
5. Write short notes on : 5+5=10
  - (a) Post purchase dissonance
  - (b) Methods of disposing products.

6. What is market segmentation ? Explain the VALS framework. Citing examples. 10
  7. Comment on the statement, giving examples, 'Customer is the king'. 10
  8. How do marketers attempt to influence children ? Given that children cannot distinguish between good and bad, is influencing them justified. Give examples to support your answer. 10
  9. What is social class ? Give examples of advertising / marketing activities by marketers which is based on the social class of consumers ? 10
  10. What is a situation ? What are the different types of consumer situations ? Give example of each type. 10
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