

00553

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

Term-End Examination

December, 2012

MFW-069 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the following in brief : 10
 - (a) Post Purchase Dissonance.
 - (b) Outlet Selection and Choice.

2. Differentiate between : 10
 - (a) Informational and Value Expressive reference group influences.
 - (b) Intercept and disrupt strategies.

3. List and briefly explain the external factors influencing consumer behaviour. 10

4. Discuss the family life cycle stages and their effect on consumption. 10

5. Explain self-concept and lifestyle with the help of examples. 10
 6. What are the four different types of consumer situations ? Explain with the help of examples. 10
 7. How can the principles of perception be utilised to make a print advertisement more effective ? Explain with the help of suitable examples. 10
 8. Why, the knowledge of how consumers dispose off products, is important for the marketer ? 10
 9. What is problem recognition ? How do marketers help consumers recognise problem ? 10
 10. What measures can you take to improve the store atmospherics of a small town local Kirana Store ? 10
-