

003553

**B.Sc. (RETAIL AND FASHION MERCHANDISE)
(BSCRFM)**

Term-End Examination

December, 2016

BFR-010 : CONSUMER BEHAVIOR

Time : 3 hours

Maximum Marks : 70

Note : (i) Attempt any seven questions.

(ii) All questions carry equal marks.

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1. Discuss the steps involved in Decision Making Process. 10
 2. What are situational influences ? How do they influence the consumer decision making ? 10
 3. "A dissatisfied customer is an unpaid salesman". Explain the statement. 10
 4. Explain the concept of involvement and its influence on consumer decision making process. 10
 5. Define Consumer Behaviour. Explain its nature, scope, need and application. 10
 6. Identify the different types of reference groups. Describe their respective roles. 10

7. Define culture. What are the most important characteristics of culture that reflect its nature ? 10
 8. Write a note on "Stimulus Response Model". 10
 9. List the various sources of information. What are the factors which lead to high and low information search ? 10
 10. Define Attitude. What are the components of attitude ? How can a marketer try to change the attitude of a consumer ? 10
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