

**M.Sc. RETAIL AND FASHION  
MERCHANDISE (MSCRFM)**

00143

**Term-End Examination**

**December, 2016**

**MFR-025 : RETAIL CONSUMER BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :**

- (i) *Attempt any seven questions.*  
(ii) *All questions carry equal marks.*

- 
1. Define consumer behaviour. Explain the consumer buying decision process. 3+7=10
  2. What are the environmental factors which influence a consumer's decision-making process ? Explain with the help of an example. 10
  3. Define consumer satisfaction. Describe the relationship between consumer satisfaction, repeat purchase and customer loyalty ? 10
  4. Explain with examples how the nature of consumer decision-making varies based on the category of products being purchased. 10

5. Discuss the interrelationship between consumer behaviour and marketing mix strategies with suitable examples. 10
  6. What is meant by “Reference Group” ? Explain its relevance to consumer behaviour. 10
  7. Is lifestyle segmentation more appropriate than demographic segmentation ? Justify the statement in view of the present scenario. 10
  8. Differentiate between personality and self-concept. Explain how the knowledge of personality can be used by a marketer to develop marketing strategy. 10
  9. Is consumerism a boon or a bane in India ? Discuss with suitable examples. 10
  10. Explain with suitable examples, how buying behaviour varies with the different stages of family life cycle. 10
-