

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

Term-End Examination

December, 2016

00305

MFW-069 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Explain the impact of lifestyle and psychographics on consumer's buying decision. 10
2. Explain with examples how the nature of consumer decision making varies based on the category of products being purchased. 10
3. What are the sources of power in family decision making ? Give suitable examples. 10
4. What is social class ? How is social class used in consumer research ? 10
5. Why do marketers need to study consumer behaviour ? Justify your answer using appropriate examples. 10

6. Describe Howard-Seth model of consumer behaviour. 10
7. Explain the marketing strategies and problems related to cross culture. 10
8. What is the ideal self-concept ? Why is it important in marketing ? Give examples. 10
9. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) Cognitive Dissonance
 - (b) Types of Reference Groups
 - (c) Conjunctive Decision Rule
 - (d) Consumer Attitude
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