

**B.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (BSCFMRM)**

**Term-End Examination**

00291

**December, 2017**

**BFW-012 : CONSUMER BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 70*

---

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

---

1. What is Consumer Behaviour ? Why is it important for retailers to understand the concept ? Explain with the help of examples. 10
2. Write notes on any **two** of the following : 2×5=10
  - (a) Need Recognition
  - (b) Alternative Evaluation Criteria
  - (c) Perception
3. Explain the various stages in a typical family life cycle of a consumer and the changing needs of a consumer at each stage. 10

4. Explain Nominal, Limited and Extended decision-making that a consumer undertakes with the help of suitable examples. 10
5. Differentiate between the following : 10
  - (a) Internal information search vs External information search
  - (b) Ideal self vs Actual self
6. Describe the VALS Framework in the context of consumer behaviour. 10
7. Explain the concept of dissonance. How should an organization act towards consumer's dissonance ? 10
8. Define Culture. Explain the characteristics of culture. 10
9. Define Reference Groups. Explain with the help of examples, the different types of influence created by reference groups. 10
10. Write short notes on any **two** of the following :  $2 \times 5 = 10$ 
  - (a) Consumer Attitude
  - (b) Consumerism
  - (c) Black Box Model