

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

Term-End Examination

00890 December, 2017

BFR-010 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Explain the various stages in a typical family life cycle. How are the needs of a consumer at each stage, different? 10
2. Define the term Consumerism. Discuss in detail, the factors that influence consumerism and consumer movements. 10
3. Explain with suitable examples, nominal, limited and extended decision-making. 10
4. Discuss the impact of the Internet on consumer behaviour. 10

5. Explain Consumer Involvement. Highlight the marketing implications of consumer involvement. 10
 6. Identify the different types of consumer buying decisions. What are the factors which influence these decisions ? 10
 7. What are Reference Groups ? Identify the different types of reference groups giving examples of each. 10
 8. How can the study of consumer behaviour assist marketers in segmenting markets and positioning products ? 10
 9. What is Post-Purchase Dissonance ? How is it different from post-purchase dissatisfaction ? What factors lead to post-purchase dissonance in consumers ? 10
 10. What are the various ways by which consumers dispose off products ? Why is this knowledge important for the marketer ? 10
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