

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

00060

December, 2017

MFW-016 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. What is Perception ? Explain the perpetual processes of perception. 10
2. What do you understand by Consumerism ? What could be the various ethical issues related to consumer behaviour ? 10
3. Explain the various stages in a typical family life cycle. How are the needs of a consumer in each stage different ? 10
4. "Decisions are made in the mind of the consumers and not across counters." Elaborate the statement in the light of the consumer decision-making process. 10

5. How can the study of consumer behaviour assist marketers in segmenting markets and positioning products ? 10
 6. How can the principles of classical conditioning be applied to advertising ? 10
 7. What is post-purchase dissonance ? How is it different from post-purchase dissatisfaction ? What are the factors that lead to post-purchase dissonance in consumers ? 10
 8. What are the various ways by which consumers dispose off products ? Why is this knowledge important for the marketer ? 10
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