

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

Term-End Examination

00661

December, 2017

MFR-025 : RETAIL CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

Note :

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

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1. "The discipline of consumer behaviour is rooted in the marketing concept." Elucidate. Discuss the need to study consumer behaviour and its interdisciplinary nature. 10
 2. How does culture influence consumer behaviour? Use suitable examples to explain. 10
 3. Explain the meaning of Consumerism. What were the measures taken by the government towards protection of consumer rights? 10
 4. Describe the various sources of customer dissatisfaction. Explain in brief various measures that can be used for enhancing customer satisfaction. 5+5=10

5. How does the movement of consumer through the stages of the decision-making process differ in high and low involvement ? 10
6. Write brief notes on any *two* of the following : $2 \times 5 = 10$
- (a) VALS Framework
 - (b) Black Box Model
 - (c) Problem Recognition
7. What are Situational Influences ? Identify the different types of situational influences and their impact on the consumer's decision-making process (use examples). 10
8. Differentiate between Compensatory and Non-compensatory decision rules. 10
9. Explain the role of children in the decision-making process of the family with suitable example. 10
10. Define and explain the meaning of Attitude. Explain in brief the factors affecting the relationship between Attitude, Belief and Behaviour. $3+7=10$
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