

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

**Term-End Examination**

**December, 2017**

00440

**MFW-069 : CONSUMER BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Briefly explain with examples, each step in the consumer decision-making process. 10
2. Differentiate between Disrupt strategy and Intercept strategy, with the help of suitable examples. 10
3. What are the three types of information that a consumer searches for ? Explain any one type. 10
4. What are the various factors that determine the choice of outlet by the consumers ? 10

5. What is the importance of visual merchandising for influencing consumers ? 10
6. What is self-concept in consumer behaviour ? Explain with the help of suitable examples. 10
7. How does a consumer evaluate alternatives and make a choice for a product like a laptop ? 10
8. What could be the various ethical issues related to consumer behaviour ? 10
9. What is Market Segmentation ? Explain VALS framework, citing examples. 10
10. Write short notes on the following :  $4 \times 2 \frac{1}{2} = 10$
- (a) Situational Influences
  - (b) Functional Benefits
  - (c) Family Life Cycle
  - (d) Methods of Disposing Products
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