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

Term-End Examination

June, 2012

BFW-012 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

Note : Attempt any 7 questions. All questions carry equal marks.

1. Give examples of various types of consumer situations and also explain the various elements of a situation. 10
2. What are the various types of decision making ? Explain with the help of suitable example. 10
3. Explain how marketers use the concept of social class in marketing ? 10
4. Differentiate between negative reinforcement and punishment with the help of marketing examples. 10
5. What is likely to be the lifestyle of a retired person and what special needs may arise because of that ? 10

6. How does a consumer evaluate various alternatives before selecting a brand ? 10
 7. Differentiate between external and internal information searches. 10
 8. Explain a typical family life cycle with the help of suitable example. 10
 9. What are the various types of reference groups ? How do they influence consumers ? 10
 10. Comment on "Marketers Create Needs" with suitable example. 10
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