

**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

Term-End Examination

June, 2012

MFW-016 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. How can the study of consumer behaviour assist marketers in segmenting markets and positioning products ? 10
2. What are the various reference group types and influences ? Explain with suitable examples. 10
3. What is meant by the term family ? What is the importance of studying families to the understanding of consumer behaviour ? 10
4. Under what conditions is brand choice more likely to be influenced by the situation than by the product characteristics. 10
5. How can principles of classical conditioning be applied to advertising ? 10

6. Explain the principles of 'closure' and 'figure-ground' in perception with the help of examples. 10
 7. What is post purchase dissonance ? How is it different from Post-purchase dissatisfaction ? What factors lead to post purchase dissonance in consumers ? 10
 8. What factors determine outlet selection by consumers ? Give examples. 10
 9. What are the various ways by which consumers dispose off products ? Why is this knowledge important for the marketer ? 10
 10. How does social class influence consumer behaviour ? 10
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