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

**Term-End Examination**

**June, 2012**

**MFW-069 : CONSUMER BEHAVIOUR**

*Time : 3 Hours*

*Maximum Marks : 70*

*Note : Answer any seven questions.*

*All questions carry equal marks.*

1. For a product like refrigerator, what could be the relevant post purchase processes ? 10
  
2. Give examples of 5 + 5 = 10
  - (i) Problem recognition when there is difference between actual and desired state.
  - (ii) Problem recognition when there is no difference between actual and desired states.
  
3. Develop a print advertisement for 'energy drink' which uses normative reference group influence. 10
  
4. Write examples of any two marketing endeavours where the concept of 'Just - Noticeable - difference' has been utilised. Explain J.N.D. 10

5. What are various factors determining choice of outlet ? 10
  6. Develop a brand name and logo for a competitor show of KBC (Kaun Banega Crorepati), using principles of perception . 10
  7. How can you improve the physical surroundings (as an element of situation) for better impact, in a store ? 10
  8. What are the three types of information the consumer searches for ? 10
  9. Compare and contrast 'Maintenance and capture' strategies related to information search. 10
  10. Explain the process of alternative evaluation. 10
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