

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

Term-End Examination

June, 2013

BFW-012 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

1. With the help of suitable examples comment on the statement, "marketers create needs". 10
2. Differentiate between nominal decision making and limited decision making. 10
3. Give any five examples where the customer is not the actual user of the product. 10
4. What is consumer ? What are the different types of roles a consumer plays in decision making ? 10
5. What are the various unethical and illegal practices of the consumer in marketplace ? Explain with the help of suitable examples. 10

6. Differentiate between : 5+5=10
- (a) Situational influence and external influence.
 - (b) Evoked set and Inept set.
7. How does theory of operant conditioning apply in consumer behaviour ? Explain and give examples. 10
8. Explain a typical family life cycle. 10
9. How does perception affect consumer behaviour ? 10
10. What are self concept and life style ? 10
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