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

**Term-End Examination**

**June, 2013**

**MFW-069 : CONSUMER BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Briefly explain with example each step in the consumer decision making process. 10
2. How can you improve the physical surroundings ( as an elements of situation ) of *your classroom* for better impact and effectiveness ? Answer in detail giving examples. 10
3. Compare and contrast with suitable examples disrupt strategy and intercept strategy. 10
4. What are the various ways by which consumers reduce post purchase dissonance ? Give examples in support of your answer. 10

5. Given that smoking scenes in movies increase the positive perception and intention to smoke among youth, what regulations, should apply to this ? Discuss your answer in detail citing examples. **10**
6. Write short notes on : **5+5=10**
- (a) Extended decision making
  - (b) Evoked Set.
7. How does lifestyle affect consumer behaviour ? Give examples support your answer in detail. **10**
8. Give detailed examples of reference group influences on consumer behaviour. **10**
9. What is problem recognition ? How does consumer recognise problems ? Justify your answer with examples. **10**
10. What factors may affect outlet/store selection by consumers ? What comes first - selection of outlet or selection of brand ? Give examples in support of your answer. **10**
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