

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

00254

**Term-End Examination**

**June, 2014**

**MFW-069 : CONSUMER BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** Answer any **seven** questions. All questions carry equal marks.

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1. Discuss the strategy implications for both retailers and manufacturers if consumers' decision sequence is "Outlet first, brand second." 10
2. What are reference groups ? Explain any two types of reference group influence, with the help of suitable examples. 10
3. Briefly explain the steps in the consumer decision-making process. 10
4. What is self-concept in consumer behaviour ?  
What possessions are part of extended self? 10

5. Explain nominal, limited and extended decision-making with the help of suitable examples. 10
  6. What could be the various ethical issues related to consumer behaviour ? 10
  7. How does a consumer evaluate alternatives and make a choice for a product like mobile phone ? 10
  8. What are situational influences ? Identify the different types of situational influences and their impact on the consumer decision-making process. Explain with the help of suitable examples. 10
  9. Write short notes on any *two* of the following :  $2 \times 5 = 10$ 
    - (a) VALS Framework
    - (b) Situational Influences
    - (c) Functional Benefits
    - (d) Cognitive Dissonance
  10. Discuss the concept and process of innovation. 10
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