

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

Term-End Examination

June, 2016

00046

BFW-012 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. What is the typical life cycle of a family ? Which stage of the family life cycle would constitute the most lucrative segment for McDonald's Restaurant ? 10
2. What are the various unethical practices of consumers ? Explain with suitable examples. 10
3. What are three types of information that a consumer searches for ? 10
4. What is the importance of perception in Consumer Behaviour ? 10
5. Explain the consumer decision-making process. 10

6. What is likely to be the lifestyle of working married women without kids ? What special needs may arise because of this lifestyle ? 10
 7. What is post-purchase dissonance ? How can a marketer reduce post-purchase dissonance ? 10
 8. What is market segmentation ? Why is it done ? 10
 9. What are reference groups ? How do they influence the consumer buying behaviour ? Give suitable examples. 10
 10. Write short notes on any *two* of the following : $2 \times 5 = 10$
 - (a) Innovation
 - (b) Situational Influence
 - (c) Word of Mouth
 - (d) Memory and Learning
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