

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

Term-End Examination

June, 2015

00095

MFW-069 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Differentiate between any *two* of the following : $2 \times 10 = 20$
 - (a) Identification Influence and Information Influence
 - (b) Principle of Similarity and Principle of Proximity
 - (c) Consumer and Customer

2. Write short notes on any *three* of the following : $3 \times 10 = 30$
 - (a) Social Class
 - (b) Problem Recognition
 - (c) Situational Influence
 - (d) Extended Decision-making

3. Suppose you have to design a window for your store which sells watches. On the occasion of New Year, what steps will you take so that the consumer is attracted to your store because of that window ?

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