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

Term - End Examination

June, 2011

BFW-012 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 70

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

1. Briefly explain each step of consumer decision making. 10

2. Differentiate between : 5+5
 - (a) External information search and internal information search.
 - (b) Consumer and customer.

3. What are the reference groups ? Explain with examples any two types of reference group influence. 10

4. Explain the 4 types of situations important from the point of view of the marketer with the help of examples. 10

5. Explain and give examples for 'Principle of similarity' and 'Principle of closure' used by marketers/advertisers to influence consumer behaviour. 10
 6. Explain a typical family life cycle. 10
 7. Explain the three different types of decision making with examples. 10
 8. What is post purchase dissonance ? Explain with examples. 10
 9. Discuss a few recent trends/innovative techniques in marketing for influencing and attracting consumers. 10
 10. Is it ethical to influence children through advertisements ? Why/why not ? 10
 11. Write short notes on (any 2) : 5+5
 - (a) Market segmentation
 - (b) Problem recognition
 - (c) Consumer behaviour research
 - (d) Learning
 12. What is self-concept ? How does it affect purchase behaviour ? 10
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