

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

**Term-End Examination**

**June, 2011**

**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. Given that smoking scenes in movies, increase the positive perception and intention to smoke among youth, what regulations should apply to this ? 10
2. Explain any three types of decision making with examples. 10
3. What is consumer ? What are the different types of roles, a consumer plays in a decision making ? 10
4. Differentiate between : 5+5
  - (a) Post purchase dissonance and post purchase dissatisfaction.
  - (b) Situational influence and External influence on consumer behaviour.

5. Compare the print/video advertisements of any two brands of a product on the basis of their potential effectiveness. 10
  6. Discuss a few recent trends and techniques in marketing for influencing and attracting consumers. 10
  7. What are the dark/unethical sides of marketer and consumer ? 10
  8. Explain each step in the process of perception. 10
  9. Briefly explain any two decision rules with examples. 10
  10. Explain any three types of reference group influence with examples. 10
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