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Total No. of Pages : 02

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**M.Sc. (Fashion Marketing Management) (2015 to 2017) (Sem.-2)**  
**CONSUMER BEHAVIOUR IN FASHION & RETAIL INDUSTRY**

**Subject Code : MSc.FMM-201**

**M.Code : 71472**

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** consists of **THREE** Sub-sections : Units-I, II & III.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Attempt any **FOUR** questions, **ONE** from each Sub-section and fourth from any sub-section.

**SECTION-A**

**Q1. Answer all questions very briefly :**

- i. Differentiate customer and consumer
- ii. Self Image
- iii. Informal group
- iv. Cross Culture
- v. Impulsive buying
- vi. Social class
- vii. Consumer behaviour
- viii. Brand perception
- ix. Bargaining
- x. High involvement buying decisions

## **SECTION-B**

### **UNIT-I**

- Q.2. What is consumer behaviour? Write its scope and importance in retail industry.
- Q.3. What is reference group? How the group dynamics and reference group affect buying behaviour, explain.

### **UNIT-II**

- Q.4. What is social judgment theory of attitude? Explain. Write in detail about the important components of attitudes.
- Q.5. What are the types of consumer involvement? Give details about the various factors that affect consumer involvement before purchasing goods.

### **UNIT-III**

- Q.6. What is retail consumer and How does a consumer select retail outlet? Explain.
- Q.7. What is psychographic segmentation of consumer and why it is important in retail industry?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**