

SECTION-B

UNIT-I

2. What is the scope and importance of consumer behaviour in fashion marketing?
3. Explain in detail the external and internal sources effecting consumer behaviour.

UNIT-II

4. Explain the characteristics effecting perception.
5. Explain theory of consumer motivation.

UNIT-III

6. Explain the term Attitude and Value. Give sources and function of attitude.
7. Define personality, its characteristics and theories.

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.