Total No. of Questions: 07

M.Sc.(Fashion Marketing Management)(2018 Batch) (Sem.-2) CONSUMER BEHAVIOUR IN FASHION AND RETAIL INDUSTRY

Subject Code : MSFMM-201-18 M.Code : 75996

Time: 3 Hrs. Max. Marks: 60

INSTRUCTION TO CANDIDATES:

- 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

1. Write briefly:

- a. Fashion
- b. Haute Couture
- c. Fad
- d. Fashion forecasting
- e. Fashion cycle.
- f. Buying pattern
- g. Needs of toddlers in respect of clothing
- h. Motivation
- i. Consumer
- i. Values

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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.

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