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Total No. of Pages : 02

Total No. of Questions : 07

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

Subject Code : MSc.FMM-201

Paper ID : [A2589]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-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 :

- a) Does consumer behavior affect the retail business? Till what extent?
- b) What is consumer motivation?
- c) What are consumer black box factors?
- d) There are _____ involvement and _____ involvement buying decisions in fashion business.
- e) Define reference groups.
- f) Does personality play a role in consumer's choice? How?
- g) What are functions of attitude?
- h) Explain needs and goals in consume behaviour.
- i) Does consumer's perception matter to a fashion designer? How?
- j) What is market segmentation?

SECTION-B

Unit-I

Q2. Write a note on internal source affecting consumer behavior.

Q3. What is the scope and importance of consumer behavior? Elaborate.

Unit-II

Q4. Explain the concept of consumer motivation and the theory.

Q5. Write a detailed note on personality- its characteristics and theories.

Unit-III

Q6. Give a detailed account on consumer satisfaction.

Q7. Write a note on lifestyle and psychographic segmentation.