

**B.A. IN FASHION COMMUNICATION (BAFC)**

**Term-End Examination**

**December, 2012**

**BFM-019 : CONSUMER BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any four questions. All questions carry equal marks.*

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1. Discuss the difference the absolute threshold and the differential threshold. Which one is more important to marketers ? Explain your answer. 25
2. Why are consumer goals constantly changing ? What factors influence the formation of new goals ? 25
3. Describe adoption of innovation and the various adoptor categories. 25
4. Suggest a plan for using the process of personal influence in the following product categories :
  - (a) A campus clothing store 13
  - (b) A new novel 12

5. A marketer in the cosmetic industry once remarked - "In the factory we make cosmetics, in the store we sell hope." How does this relate to the need for marketers to understand consumer behaviour ? 25
6. Explain a person's attitude towards visiting Disneyworld in terms of the Tricomponent Attitude Model. 25
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