

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

June, 2012

BFM-019 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

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

1. Explain a person's attitude towards visiting Disney World in terms of the Tricomponent Attitude Model. 25
2. Discuss the advantages and disadvantages of using only demographics as a basis for segmentation versus using both demographics and psychographics together. Please give appropriate examples. 25
3. Define culture. Why is the study of culture important to a marketer ? 25
4. Who are market opinion leaders and how do they differ from those they influence ? 25

5. Distinguish between the following types of groups :
- (a) Primary versus Secondary. 9
 - (b) Formal versus Informal. 8
 - (c) Social group versus Aggregation. 8
6. Describe adoption of innovation and the various adoptor categories. 25
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