

**M.A. IN FASHION RETAIL MANAGEMENT  
PROGRAMME (MAFRM)**

**Term-End Examination**

**June, 2012**

**MFM-031 : CONSUMER BEHAVIOUR IN  
FASHION**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : All questions are compulsory.*

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1. (a) Explain and differentiate between the Adoption and Diffusion process in the acceptance of a new product. 10  
(b) Define culture. Why is the study of culture important to a marketer ? 10
2. 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 ? 20
3. How does sensory adaptation affect advertising effectiveness ? How marketers overcome the sensory adaptation ? 20

4. Why are consumer goals constantly changing ? 20  
What factors influence the formation of new goals ?
5. Define and explain the three levels of decision 20  
process. What type of decision making would you  
expect most consumers to follow in their first  
purchase of a new product or brand in the  
following areas - perfumes, designer jeans, tennis  
shoes ?
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