

00668

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

June, 2013

BFM-019 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

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

1. Define Culture. What are the most important characteristics of culture that reflects its nature ? 20
2. Distinguish between the following types of groups : 20
 - (a) Primary versus Secondary
 - (b) Formal versus Informal
 - (c) Social group versus Aggregation
3. Discuss the significance of family in Consumer Behaviour. Discuss the role of childrens in family decision making. 20
4. What are the major characteristics of attitude ? 20
Assume an attitude towards ammonia free base color and demonstrate each characteristic.

5. Briefly discuss the segmentation variables you would use to segment the market for frozen food. 20
 6. Describe at least three different marketing channels a new textbook might take to get from the publisher to the student consumer. 20
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