

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

00776
92100

Term-End Examination

December, 2011

MFM-031 : CONSUMER BEHAVIOUR IN
FASHION

Time : 3 hours

Maximum Marks : 100

Note : (i) Please answer *any five* of the following.
(ii) *All questions carry equal marks.*

- 1: A marketer in the cosmetic industry once remarked " In the factory we make Cosmetics and in the store we sell hope." How does this relate to the need of marketers to understand Consumer Behaviour ? 20
2. Explain and differentiate between the Adoption and Diffusion Process in the acceptance of a new Product. How can the manufacturer of a new music system speed up the acceptance of his Product ? 20
3. Define Culture. What are the most important characteristics of culture that reflects it's nature ? Why is the study of Culture important to a marketer ? 20

4. For each of these Products-Chocolate bars and bottles of expensive perfume, describe how marketers can apply their knowledge of differential threshold to packaging, Pricing and Promotional claims during Periods of : 20
- (a) rising ingredients and material costs
 - (b) increasing competition.
5. As a marketing consultant you have been asked to evaluate a new promotional campaign for a large retail chain. The Campaign strategy is aimed at increasing group shopping. What recommendations would you make to the retail chain ? 20
6. What is Post Purchase dissonance. How do consumers reduce the same ? How can marketers Provide Positive reinforcement to consumers after the purchase to reduce dissonance ? 20
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