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

00956

Term-End Examination

June, 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.   Distinguish between beliefs, values and customs.   **20**
      Illustrate how the clothing a person wears at
      different times or for different occasions is
      influenced by customs.

2.   (a)   Why is an opinion leader a more credible
             source of product information than an
             advertisement for the same product.   **10+10=20**

      (b)   Are there any circumstances in which
             information from advertisements is likely to
             be more influential than word of mouth ?

3. Define extensive problems solving, limited **20** problem solving and routinized response behaviour ? What type of decision process would you expect most consumers to follow in their first purchase of the following products -
   (a) A Luxury Car
   (b) A Designer Bag
   (c) Cellular Phone
   (d) Paper Napkins

4. Discuss and differentiate between absolute **20** threshold and differential threshold ? Which one is more important to the marketer. Explain your answer.

5. (a) Discuss the significance of Family in **20** Consumer Behaviour ?
   (b) What role do children play in family decision making ?

6. Distinguish between the following types of **20** groups :
   (a) Primary Vs Secondary
   (b) Formal Vs Informal
   (c) Social group Vs Aggregation
   (d) Normative and Comparative reference group.
   Please give examples for each of the groups.

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