

B.A. IN FASHION COMMUNICATION (BAFC)

Term-End Examination

December, 2013

BFM-019 : CONSUMER BEHAVIOUR

Time : 3 hours

Maximum Marks : 100

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

1. How does the family influence the consumer socialization of children ? What role does television advertising play in consumer socialization ? Give examples. 20
2. Distinguish among beliefs, values and customs. Illustrate how the clothing a person wears at different times or for different occasions is influenced by customs. 20
3. Explain the various element of a promotional mix. 20
4. What is a Product ? Classify the product on the basis of customer buying efforts. 20
5. What can you infer about the firm's marketing objectives and mix strategy based on the following statement. "No one beats on pricing we crush competition" ? 20
6. What is meant by the term 'group' ? What are some types of groups and on what basis may groups be classified ? How does it influence consumer purchase behaviour ? 20