

**B.A. IN FASHION COMMUNICATION (BAFC)**

**Term-End Examination**

**June, 2014**

00052

**BFM-019 : CONSUMER BEHAVIOUR**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : All questions are compulsory. Internal choices are indicated.*

- 
- 
1. Attempt **any two** out of the following : **10x2=20**
- (a) What are the steps involved in consumer decision making process while making a purchase of a product ?
- (b) What kind of decision process can you expect in the following cases and why ?
- (i) Purchase of a greeting card for a close friend
- (ii) Purchase of an after shave lotion or moisturizer
- (c) Are there really differences between consumption patterns of North Indian and South Indian individuals ? Justify your answer.
2. Write short notes (**Any two**) : **10x2=20**
- (a) Maslow's hierarchy of need
- (b) Motivational theories of clothing
- (c) Three theories of personality

3. Distinguish between the following types of groups  
(Attempt **any three**) : 5x3=15
- (a) Primary and secondary
  - (b) Formal Vs Informal
  - (c) Social group Vs Aggregation
  - (d) Normative and comparative reference
4. What are the application of consumer behaviour in marketing ? 15
5. Nirma Company wants to change the attitude of consumers towards its brands suggest any three ways by which you can do so. 15
- OR**
- Discuss theories of learning. 15
6. What are the different family life cycles ? Justify which of the family life cycle would constitute the most lucrative segment for any two of the following products and services : 15
- (a) Dominos Pizza
  - (b) Mobile Phones
  - (c) Insurance Policies
-