

MAY 2014

P/ID 77814/PMSA5

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Define new trends fashion.
2. Explain the nature and meaning of Fashion.
3. Explain the sacred and profane consumption.
4. Explain the importance of culture.
5. Explain the motivation process.
6. Discuss the values related to clothing.
7. Explain the ABC model of attitude.
8. Explain the concept of Decision making.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Briefly explain the concepts of consumer behavior in Fashion.
10. Discuss the interdisciplinary influences on the study of consumer behaviour in fashion.

11. Discuss about the diffusions of innovations.
12. Explain demographical influence in consumer behavior in fashion.
13. Discuss the theories of motivation of wearing cloths.
14. Discuss the role of western culture in buying cloths.
15. Explain the lifestyle dimensions.
16. Discuss the leadership opinion in fashion.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Discuss the various culture diversities of consumer behaviour in fashion.
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