

MAY 2015

**P/ID 77814/PMSA5**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Explain the structure of apparel industry.
2. Write a short notes on fashion terminology.
3. Write short notes on myths.
4. Explain the diffusions of innovation.
5. Explain the concept of motivation.
6. Explain Freudian theory.
7. Explain trait theory.
8. Explain the consumer business ethics.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the fashion leadership theories.
10. Explain the two perspectives on consumer research.

11. Explain the various influences in consumer behavior in fashion.
12. Briefly explain the process of motivation and its importance.
13. Explain the fashion culture in consumer behavior in fashion.
14. Explain the lifestyle trends.
15. Explain the lifestyle perception.
16. Explain the buying and disposing consumer behavior in fashion.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Explain the changes of consumer behavior in term of fashion behavior.
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