

MAY 2016

**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. Give an overview of consumer behaviour.
2. Bring out the significance of consumer research.
3. Brief out the myths and ritalse in consumer behaviour.
4. Briefly explain the role of culture in consumer behaviour.
5. What are the components of self consciousness?
6. State the relationship between dressing and personality.
7. Explain the ABC model of attitude.
8. Give an account of fashion opinion leadership.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Discuss the interdisciplinary influences on the study of consumer behaviour in fashion.
10. Enumerate and explain the fashion leadership theories.

11. Examine the impact of demographic factors on consumer behaviour towards fashion.
12. Elucidate the theories of motivation for wearing clothes.
13. "Values determine the clothing choice" – Discuss with valid evidences.
14. Discuss the consumer life style trends in India.
15. What are the perceptual elements in garment? Explain.
16. Explain the individual and household decisions towards choosing fashion.

PART C — (1 × 20 = 20 marks)

Compulsory

17. Examine the Psychographic influence in consumer fashion behaviour.
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