



B.Sc. V Semester Degree Examination, April/May - 2024

Garments Manufacturing Technology

1 : Consumer Behaviour

(NEP)

Time : 2 Hours

Maximum Marks : 60

Note : Answer *all* Sections.

SECTION - A

1. Answer the following sub-questions, each sub-question carries **one** mark. **10x1=10**
- What do you mean by consumer behaviour ?
 - Mention the methods of consumer research.
 - What do you mean by Esteem needs ?
 - Mention the two types of theories of motivation.
 - What are Attitudes ?
 - What is Cognitive Dissonance ?
 - What is Self Concept ?
 - What do you mean by self esteem ?
 - Define Family.
 - What is Diffusion of Innovation ?

SECTION - B

Answer **any four** of the following questions, each question carries **five** marks.

4x5=20

- What are the characteristics of Consumer Behaviour ?
- Explain the sources of Attitudes.
- Explain the factor affecting self concept.
- State differences between Qualitative and Quantitative Research.
- How Children's influence on family decision making ?
- Mention the theories of motivation.



SECTION - C

Answer **any three** of the following questions, each question carries **ten** marks.

3x10=30

8. Brief note on Maslow's theory.
9. Explain the consumer research process.
10. Explain the structural models of Attitudes.
11. Explain the Aspects and Components of self concept.
12. Explain the stages of family life cycle.

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