

APRIL 2019

65164/KDACB

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions in 50 words each.

1. Who is a Buyer?
2. What is product positioning?
3. What do you mean by consumer motivation?
4. What are Learning Constructs?
5. Define Values.
6. What is called Consumer Perception?
7. What is Content analysis?
8. What do you understand by World brand?
9. Define persuasion.
10. What is meant by Composite variable indexes?
11. What is conspicuous product?
12. Who is called Consumer?

I M. com - Consumer Behaviour.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions in 200 words each.

13. State the nature and scope of consumer behaviour.
14. Enumerate the basic areas in the Nicosia model of consumer behaviour.
15. Explain the functions of culture and its components.
16. What are the characteristics of attitudes?
17. Explain Maslow's theory of motivation.
18. What are the advantages of online marketing?
19. What are the factors that affect the influence of reference group?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions in 500 words each.

20. Explain evolution of consumer movement in India.
21. Discuss the various Consumer behaviour models.
22. Explain the marketing strategies involved in each state of decision process.

23. Discuss Consumer involvement, its types and its variables.
24. Write the various steps in consumer decision.
25. Briefly explain the consumer research process.