

APRIL 2021

65164/KDACB

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions each in 50 words.

1. Define marketing strategy.
2. What is meant by consumer attitude?
3. Define Consumer involvement.
4. What are the psychological factors affecting consumer Behavior?
5. State the four stages of the Product life cycle.
6. What is diffusion in consumer Behaviour?
7. Define consumer evaluation.
8. What is post purchase decision?
9. Define decision.
10. What is Information Search?
11. Define negative word of mouth.
12. What is meant by social marketing strategy?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions each in 200 words.

13. What is the significance of the Pavlovian Model?
14. How does perception affect consumer behavior?
15. Point out the types of specific reference groups.
16. Explain the various stages involved in information processing.
17. How do psychological factors affect consumer buying behaviour?
18. Explain the post purchase behavior of a consumer.
19. Outline the types of self images.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions each in 500 words.

20. Discuss how consumer behavior affects marketing strategy.
21. Explain the functions of attitude.
22. Discuss the three components of a culture and how they impact consumer behavior.
23. Compare and contrast the various decision rules.
24. Discuss the variables that affect families and households decision making.
25. Explain the various elements in the process of diffusion.