

APRIL 2017

65164/KDACB

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. Define Mass Marketing.
2. What is STP?
3. What do you mean by consumer gifting behavior?
4. Define decision.
5. What is frustration?
6. What do you understand by self image?
7. Consumer learning – Define.
8. What is power distance in culture?
9. Write any two social class categorizations.
10. Define Comparative Reference Group.
11. Who is market maven?
12. What is meant by post purchase dissonance?

I M.com - Consumer Behaviour.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain the benefits of consumerism.
14. Discuss the defense mechanism to frustration.
15. What are the functions of attitude? Explain.
16. Explain the different types of culture.
17. Write short notes on :
 - (a) Reference group
 - (b) Shopping group
18. Explain the dynamics of opinion leadership process.
19. What are the emerging concepts of Customer Relationship Management? Explain.
22. Explain different models of consumer decision-making.
23. State and discuss the general characteristic of Learning.
24. List out various consumer related reference groups and explain briefly.
25. Write a detailed note on consumer complaint behavior.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. Describe various Positioning strategies.
21. Briefly explain the four major marketing implications to understand consumer behavior.