

NOVEMBER 2017

65164/KDACB

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. What is COPRA?
2. What do you mean by Individual marketing?
3. Define — Model.
4. What is projective technique?
5. What do you understand by consumer innovativeness?
6. Dogmatism — Define.
7. What is meant by persuasive communication?
8. Write any two characteristics of learning.
9. Define the term social class.
10. What are friendship groups?

II H.Com - Consumer Behaviour.

11. What is post purchase process?

12. Define CRM.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain the different bases for segmenting the consumer market.

14. Write a note on consumer rights in India.

15. Discuss about the Howard Sheth Consumer Model.

16. Explain the nature of Personality.

17. Elaborate the following (a) Socio — psychological theory (b) Trait — factory theory.

18. Explain Tri component model of attitude.

19. How social class is measured? Explain.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. What are the different levels of market segmentation? Explain.

21. Discuss about the Engel-Kollat-Blackwell model.

22. Briefly explain the Consumer Research Process.

23. Explain in details the personality measurement techniques.

24. How attitude is developed? Explain.

25. Discuss the concept of relationship marketing in cross-cultural context.