

NOVEMBER 2021

65164/KDACB

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions each in 50 words.

1. What is Consumer Behaviour?
2. Define – Consumer Perception.
3. What do you mean by Market Segmentation?
4. Define - Cross Cultural Analysis.
5. What is Reference Groups?
6. Point out the roles of family members in decision making process.
7. What is Purchase Decision?
8. Define - Diffusion of Innovations.
9. What is Product Specification?
10. Define - Industrial Goods.
11. What is Social Marketing?
12. Define - International marketing.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions each in 200 words.

13. State the important stages in consumer research process.
14. Write a detailed note on Consumer Perception.
15. What do you mean by Subculture in Consumer Behaviour?
16. State the various factors influencing purchase decision.
17. Write a detailed note on Consumer behaviour in social marketing.
18. What is Consumer Motivation?
19. State the problems in Cross cultural marketing.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions each in 500 words.

20. List out the various models of consumer Behaviour.
21. Explain about influence of Culture on Consumer Behaviour.

22. Discuss about external influence on Consumer behaviour.
 23. Enumerate the various process of consumer evaluation.
 24. Bring out role of reference groups in purchase decision.
 25. Point out the process of consumer research for introduction of new product.
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