

NOVEMBER 2023

66434/KD43C

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions.

1. Define – Consumer Behavior
2. What do you mean by culture?
3. What is Social class?
4. What do you mean by Consumer motivation?
5. Define – Consumer Personality
6. What is Consumer Learning?
7. What do you mean by Reference groups?
8. Point out the role of parents in consumers behavior
9. Write a short note on “word of mouth”
10. What is Purchase decision?
11. Write a short note on Sub cultural interactions
12. What do you mean by consumer change?

II Mem → Consumer Behaviour

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions each in 200 words.

13. Bring out the Consumer Research Process.
14. What do you mean by Cross cultural marketing?
15. List out the role of family member in decision making process
16. State the significance of Consumer behavior
17. What do you mean by Information search?
18. Explain the nature and characteristics of personality
19. Discuss about various consumer evaluation process

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions.

20. Explain about the various consumer behavior models
21. What the problems are in cross cultural marketing?
22. Explain the factors influencing classical condition learning

23. What are the stages of buyer decision process?
24. Discuss about the role of reference group in purchase decisions
25. What are the marketing strategies involved in each stage of consumer evaluation process?