

Note: Part A is compulsory and have 15 short answer questions of 2 marks each. Part B is consists of 12 long answer questions of 5 marks each, out of which you have to attempt nine questions.

Part A (15x2=30)

1.
 - a. Define consumer behaviour.
 - b. What is qualitative research?
 - c. Define segmentation.
 - d. What do you mean by ethics in marketing?
 - e. What do you mean by personality?
 - f. Define reinforcement.
 - g. Highlight the meaning of cognitive dissonance.
 - h. Define positioning.
 - i. What do you mean by dynamic nature of motivation?
 - j. What is perception?
 - k. Outline the meaning of routinised responses.
 - l. What is meant by vanity?
 - m. Who are opinion leaders?
 - n. What is brand personification?
 - o. What is targeting?

Part B (9*5=45)

2. Why it is important to study Consumer Behaviour for a business enterprise. Highlight the scope of the study of Consumer Behaviour.
3. Explain Salient features of Societal Marketing Concept.
4. Outline the benefits of undertaking market segmentation. Explain various basis of market segmentation.
5. What are attitudes? How are attitudes formed?
6. Highlight salient features of the communication process, with examples.
7. What are reference groups? How do they influence Consumer Behaviour.
8. Define motivation. Differentiate between rational and emotional motives, with suitable illustrations.
9. Elaborate on the process involved in conducting consumer research, with suitable illustrations.
10. Outline important theories of learning with examples.
11. Outline the salient features of Howard Sheath model of consumer decision making, with examples.
12. Outline the diffusion and adoption process for innovations, with suitable illustrations.
13. Outline the concept of relationship marketing, with suitable illustrations.