DECEMBER 2022 **P/ID 28476/PPY4S**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. What is brand trust?

2. What is secondary data?

3. Define marketing concept.

4. Explain consumer motivation.

5. Define brand personality.

6. What is attitude?

7. Define consumer decision making.

8. What is meant by marketing segments?

9. Define marketing.

10. What is customer value?

11. List the types of interactive media.

12. Write any two functions of advertisement.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Bring out the significance of understanding consumer behavior.

14. Write a note on developing research objectives.

15. Elucidate the dynamics of motivation.

16. Explain attitude formation briefly.

17. Discuss life style and consumer decision making.

18. Briefly explain consumer loyalty.

19. Explain the basic media concept.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Write an overview of consumer research process.

21. Discuss personality and Consumer behavior.

22. Elucidate the models of Consumer decision making.

23. Give a detailed account on customer value.

24. Summarize the types of advertisement.

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