DECEMBER 2023 **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. Define customer retention.
2. What is qualitative research?
3. Define egoistic needs.
4. What is cognizance?
5. Define consumer innovativeness.
6. What is product positioning?
7. Define ego defensive function.
8. What is lexicographic decision rule?
9. Define hybrid segmentation.
10. What is differentiated marketing?
11. Define out of home advertisement.
12. What is brand personality?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Comment on data analysis and reporting research findings.

14. Briefly explain meaning and definition of consumer behavior.

15. Write about brand personality.

16. Narrate dynamics of motivation.

17. Mention about life style and consumer decision making.

18. Evaluate orientations towards market place.

19. Highlight the different medias of advertisement.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Describe the impact of new technologies on marketing strategies.

21. Define attitude and explain formation of attitude.

22. Elucidate levels of consumer decision making.

23. Give detailed account on bases for segmenting markets.

24. Enumerate different types of advertising.

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