DECEMBER 2024 **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 consumer behaviour.
2. Write on secondary data.
3. Mention on market segmentation.
4. Mention about figure and ground.
5. Define attitude.
6. What is foot-in-the-door technique?
7. What is a decision?
8. Who are deal hunters?
9. What is a market?
10. Write about consumer gifting.
11. What is print media?
12. What factors are influencing in advertising?

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Make a note on customer value.

14. How is data analysis done? Explain.

15. Briefly state on the significance of self-image in consumer behaviour.

16. Give an account on the extended self.

17. Explain life style decision making.

18. Explain marketing realities.

19. State the functions of advertisement.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Bring out an overview of consumer research process.

21. Elucidate on the dynamics of motivation.

22. Describe the four models of decision making.

23. Delineate on core marketing concepts.

24. Bring out the ethics involved in advertisement.

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