MAY 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 marketing concept?

2. Define consumer research.

3. Explain retention of consumer.

4. Define self image.

5. Elucidate perception.

6. What do you mean by habitual buying behavior?

7. Define limited problem solving.

8. Define life style based buying behavior.

9. What is market segmentation?

10. What is market targeting?

11. List the types of advertisement.

12. Define advertisement.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Write a short note on secondary data for consumer research.

14. Elucidate the significance of consumer research

15. Briefly explain brand personality.

16. Elucidate motivation as a psychological force.

17. Elaborate on consumer gifting behavior.

18. Elaborate on customer value.

19. Discuss the functions of advertisement.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Shed light on consumer behavior and marketing concept.

21. Give a detailed account on strategies for attitude change.

22. Discuss the levels of consumer decision making.

23. Elaborate on market segmentation.

24. Elucidate advertisement in interactive media.