MAY 2023 **P/ID 28476/PPY4S**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer TEN questions in 50 words each.

1. Define consumer behavior.
2. What is personal consumer?
3. Define metaphor analysis.
4. What is generic goals?
5. Define consumer materialism.
6. What is subliminal perception?
7. Define value expressive function
8. What is disjunctive role?
9. Define demographic segmentation
10. What is concentrated marketing?
11. Define consumer gifting behavior.
12. What is print advertising?

PART B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Explain marketing concept.

14. Write about strategies for attitude change.

15. Comment on relationship marketing.

16. Mention about scope of marketing.

17. Evaluate functions of advertising

18. Briefly explain systems of needs.

19. Narrate about self and self-image.

PART C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Make an essay on consumer research process.

21. Elaborate on brand personality.

22. Describe four models of decision making.

23. Give a detailed account on levels of market segmentation.

24. Discuss the different types of advertisement medias.

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