MAY 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 customer value.
2. What is organizational consumer?
3. Define semantic differential scale.
4. What is product specific goals?
5. Define consumer dogmatism.
6. What is halo effect?
7. Define utilitarian function.
8. What is affect referral rule?
9. Define psychographic segmentation.
10. What is micro-targeting?
11. Define basic media concept.
12. What is subliminal conditioning?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Write about designing primary research.

14. Make a note on personality and consumer behavior.

15. Explain category based consumer decision making.

16. Narrate about core marketing concepts.

17. Explain the types of advertisement.

18. Mention about attitude formation.

19. Comment on interactive media.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Define consumer behavior and explain its meaning and relevance.

21. Critically examine consumer motivation.

22. Describe consumer gifting behavior.

23. Elucidate on market targeting.

24. List out roles and functions of advertising.

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