MAY 2025 **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 experientialism?
3. What is positioning?
4. What is grouping?
5. Mention on conative component
6. Write on conflicting attitudes.
7. Write on Evoked set.
8. Who are opportunistic switchers?
9. Write about customer value.
10. What is life style?
11. Mention on internet advertisement.
12. Write about creating demand.

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. How is secondary data collected? Explain.

14. Discuss on the consumer movement.

15. Explain the diversity of need systems.

16. How is altering the self done? Explain.

17. What is relationship marketing?

18. Discuss the scope of marketing.

19. List out the types of advertisement.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

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

21. Explain the significance of brand personality.

22. Elaborate on consumer gifting behaviour.

23. Illustrate on the levels of market segmentation.

24. How are print advertisement used successfully? Explain.

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