

MAY 2016

P/ID 367/PGG

Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions, each in 300 words.

1. Analyse company orientations towards market place.
2. How to build customer satisfaction?
3. Elucidate major factors influencing buyer's behaviour.
4. How do you develop a positioning strategy? Explain.
5. Why do we study consumer behaviour? Explain.
6. Explain any four characteristics of culture.
7. How do you measure and categorize social class? Explain.
8. Explain the concept of opinion leadership in marketing.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions, each in 1,200 words.

9. Elucidate the concept of market targeting.
 10. Critically analyse the tools for competitive differentiation.
 11. Critically analyse the cultural change and countercultures of consumers.
 12. How does the family life cycle affect the consumer behaviours? Discuss.
 13. Critically analyze the information processing among individual consumers.
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