

DECEMBER 2015

P/ID 371/PGM

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Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions from this section each in 300 words.

1. Explain the criteria for effective targeting of market segments.
2. Explain the steps involved in Data collection and Data processing.
3. What are the common marketing errors?
4. Explain the term strategic planning?
5. Briefly explain the term 'consumer behavior' and its importance in marketing psychology?
6. Explain the scope of marketing?
7. Discuss the role of family cycle in consumer behavior.
8. Elaborate various levels of consumer decision making?

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions from this section each in 1200 words.

9. What is consumer decision making? Explain the various views.
  10. Explain the importance of learning process in consumer behavior.
  11. Discuss in detail the trait theory and its implication in consumer behavior.
  12. What is self concept and self image? Explain the implications for the marketers.
  13. Elucidate individual determinants of Consumer Behaviour.
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