

MAY 2016

P/ID 370/PGK

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Time : Three hours

Maximum : 100 marks

SECTION A — (5 × 8 = 40 marks)

Answer any FIVE questions, each in 300 words.

1. Explain the criteria for effective targeting of market segmentation.
2. What is a consumer action group? Give Example.
3. How to build consumer satisfaction?
4. What is differentiated marketing?
5. Explain the stages of the consumer buying process.
6. Discuss the role of family cycle in consumer behavior.
7. What are the two views of the value delivery process? Explain.
8. Briefly explain the marketing process.

SECTION B — (3 × 20 = 60 marks)

Answer any THREE questions each in 1,200 words.

9. Discuss in detail the determinants of customer value.
  10. Elaborate the macro environmental trends and forces in marketing.
  11. Explain the advantages of differentiated marketing and concentrated marketing.
  12. Explain the bases of market segmentation.
  13. Elaborate on the categories that affect the consumer buying decision process.
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