

MAY 2014

**P/ID 28456/PPYF**

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Time : Three hours

Maximum : 100 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions in about 50 words each.

All questions carry equal marks.

1. Organizational behavior.
2. Consumer behavior.
3. Ability.
4. Extroversion.
5. Self Esteem'.
6. Whistle blowers.
7. Mass marketing.
8. Marketing segmentation.
9. Brand equity.
10. Wellness programs.

PART B — (5 × 6 = 30 marks)

Answer ALL questions.

All questions carry equal marks.

Each answer should not exceed 250 words.

11. (a) Explain the components of marketing mix.

Or

(b) Describe the importance of ethics in consumer research.

12. (a) Explain the big five model of personality.

Or

(b) Describe Maslow's need hierarchy theory.

13. (a) Explain the importance of MBO in organizations.

Or

(b) Describe Lewin's model of change.

14. (a) Explain the criteria for effective targeting of market segments.

Or

(b) Discuss the components of communication.

15. (a) Describe the methods of measuring social class.

Or

- (b) Elaborate the elements of consumer learning.

PART C — (5 × 10 = 50 marks)

Answer ALL questions.

All questions carry equal marks.

Each answer should not exceed 500 words.

16. (a) Discuss the bases of market segmentation.

Or

- (b) Explain the dynamics of motivation.

17. (a) Explain the techniques by which employees learn culture.

Or

- (b) Elaborate the various kinds of teams in organization.

18. (a) Describe the common biases and errors in decision making.

Or

- (b) Explain the methods of measuring personality.

19. (a) Discuss the major personality attributes influencing organizational behavior.

Or

- (b) Describe the various shortcuts in judging others in organizations.

20. (a) Elaborate the early theories of motivation.

Or

- (b) Describe the methods to overcome resistance to change.
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