

OCTOBER 2012

P/ID 28456/PPYF

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. Brand Loyalty.
2. Customer Satisfaction.
3. Ideal self image.
4. Motivation.
5. Opinion Leader.
6. Reference Groups.
7. Self Actualization.
8. Locus of Control.
9. Mentor.
10. Transactional Leaders.

PART B — (5 × 6 = 30 marks)

Answer All questions.

All Questions carry equal marks.

Each Answer should not exceed 250 words.

11. (a) Define Trust. Explain the three types of trust.

Or

(b) Describe the types of organizational designs.

12. (a) Explain the factors that influence shaping team leaders.

Or

(b) Describe Fiedler's is model of leadership style.

13. (a) Explain the elements of perception.

Or

(b) Describe the methods of measuring motives.

14. (a) Elaborate the basic views of consumer decision making process.

Or

(b) Describe the characteristics of Attitudes.

15. (a) Elaborate the consumer research process.

Or

(b) Explain the strategies of attitude change.

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 consumer research paradigms.

Or

(b) Describe the features of brand personality.

17. (a) Explain the process of attitude formation.

Or

(b) Elaborate the dynamics of opinion leadership process.

18. (a) Discuss the levels of decision making process.

Or

(b) Describe the contemporary theories of motivation.

19. (a) Examine the major forms of employee involvement programs

Or

- (b) Describe the sources of stress

20. (a) Explain the role of celebrity and reference groups in consumers

Or

- (b) Discuss the impact of imagery on consumer behavior.
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