



Date: 26-04-2025

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION-A

Answer any FOUR of the following.

(4 x 10 = 40 Marks)

1. What is the process involved in the arousal of motives?
2. How do Consumers handle risk?
3. What are the manifestations of Perceptual distortion?
4. Explain the factors that affect reference group influence on consumer's behavior.
5. What are the components of the communication process?
6. Explain Abraham Maslow's Hierarchy of needs and highlight the implications it has for understanding consumer's behavior.
7. Briefly explain the concept of "Symbol" in the context of consumer's culture.
8. Write a brief note on self and self image highlighting their implications for marketing.

SECTION-B

Answer any THREE of the following.

(3x 20=60Marks)

9. Explain any 5 strategic marketing applications of Classical Conditioning.
10. What are the message structures and presentation methods available to influence consumers' behavior?
11. Explain the central properties of Personalities. Highlight their significance for Marketing.
12. Define Consumer Behavior and explain the important implications of it. Why should a marketer study Consumer Behavior?
13. Explain in detail the Dynamics of Perception.
14. Discuss in brief the Multi Attribute Model.

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