



(d) social role player

- 1-d. A \_\_\_\_\_ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need. (CO2) 1
- (a) Motive
  - (b) want
  - (c) demand
  - (d) requirement
- 1-e. The motive to which an ad is directed, designed to stir a person toward goal the advertiser has set is known as \_\_\_\_\_. (CO3) 1
- (a) appeal
  - (b) need
  - (c) demand.
  - (d) desire
- 1-f. Dividing the market based on age, income, educational qualification is known as \_\_\_\_\_. (CO3) 1
- (a) profile
  - (b) census
  - (c) target audience
  - (d) demography
- 1-g. \_\_\_\_\_ brings the product to the attention of potential customers. (CO4) 1
- (a) Marketing
  - (b) Advertising.
  - (c) Publicity
  - (d) Price
- 1-h. Brands that meet consumers initial buying criteria are called the \_\_\_\_\_. (CO4) 1
- (a) Consideration
  - (b) Choice
  - (c) Total set
  - (d) awareness
- 1-i. A key driver of sales frequency is the \_\_\_\_\_ rate. (CO5) 1
- (a) utility
  - (b) disposal

(c) awareness

(d) none

1-j. To introduce the new products to world of consumers is the main goal of\_\_\_\_\_. (CO5) 1

(a) Online marketing

(b) Advertising.

(c) Entertainment

(d) none

2. Attempt all parts:-

2-a. Define Consumer Behavior. (CO1) 2

2-b. Describe economic view of consumer behavior. (CO2) 2

2-c. List down any ten shopping websites name. (CO3) 2

2-d. Define Consumer learning. (CO4) 2

2-e. Define Sales Promotion. (CO5) 2

#### SECTION B

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3. Answer any five of the following:-

3-a. Describe in detail the process of consumer buying with proper examples. (CO1) 6

3-b. Describe STP approach with proper example. (CO1) 6

3-c. Analyze the impact of culture on consumer buying behavior. (CO2) 6

3-d. Define consumer learning and discuss behavioral learning theories. (CO2) 6

3-e. Describe various functional areas of Marketing Communication. (CO3) 6

3-f. State different kinds of consumer promotion. (CO4) 6

3-g. Differentiate between local and global advertising. (CO5) 6

#### SECTION C

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4. Answer any one of the following:-

4 Describe media strategy and media plan. (CO1) 10

4 Compare and contrast marketing strategies of Flipkart and Amazon. (CO1) 10

5. Answer any one of the following:-

5 State various factors affecting perception. (CO2) 10

5 Explain how learning changes consumer behavior. (CO2) 10

6. Answer any one of the following:-

6	State qualities of an opinion leader. (CO3)	10
6	Elaborate the role of personal factors influencing consumer behavior. (CO3)	10
7. Answer any <u>one</u> of the following:-		
7	Compare and contrast social, cultural and family influences on consumer behavior. (CO4)	10
7	Explain the role of family influences in purchase decision. (CO4)	10
8. Answer any <u>one</u> of the following:-		
8-a.	Define customer loyalty. Explain the significance of customer loyalty relating to different marketing dimensions. (CO5)	10
8-b.	Describe the social marketing concept and discuss its importance. (CO5)	10