APRIL 2026 **72284/350E6A**

Time : Three hours Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in about 30 words each

1. Define consumer behaviour.
2. Who is a buyer?
3. What do you mean by e-buying?
4. Define motivation in the context of consumer behaviour.
5. What is meant by esteem needs?
6. Define the need of achievement.
7. Define consumer personality.
8. What is consumer learning?
9. Define group dynamics.
10. Define the term leadership.
11. Define consumer decision making.
12. How can marketers influence consumer decision making?

SECTION B — ($5 \times 5 = 25$ marks)

Answer any FIVE questions in about 200 words each

13. What are the nature of consumer behaviour?

14. What are the limitations of market segmentation?

15. Discuss the role of personality in shaping consumer decisions.

16. Describe how McClelland's motivational theory helps in segmenting consumers, with suitable examples.

17. Summarize the Carl Jung's concept of introversion and extroversion. How do these personality types influence Consumer behaviour?

18. Explain the different types of reference groups.

19. What is consumer decision making process and discuss its importance for marketers?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions in about 500 words each

20. Illustrate the types of market segmentation and evaluate their effectiveness in targeting different consumer groups.

21. Differentiate between high involvement and Low involvement buying behaviour. Give examples from real life marketing scenarios.

22. Explain in detail the major theories of consumer learning. How do they influence marketing strategies?

23. Explain the stages of the family life cycle and analyse how consumer needs and buying behaviour change at each stage.

24. Discuss the psychological and functional barriers that lead to consumer resistance to innovation. How do these barriers impact decision-making?

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