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D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1
SEMESTER EXAMINATIONS
NOVEMBER - 2016
MARKETING AND CONSUMER BEHAVIOUR

CPS5B

Time : 3 Hrs

Max.Marks : 75

SECTION-A (10 x 2 =20)

Answer ALL the questions.

1. Define Marketing.
2. What is direct buying?
3. What is horizontal market?
4. Define market segmentation.
5. What is market target?
6. List out the 4 P's of marketing mix.
7. Define consumer behavior.
8. What is organizational buying?
9. Name the various roles in buying.
10. List out levels of consumer decision making.

SECTION-B (5 x 5 =25)

Answer any FIVE of the following questions.

11. Explain the process of organizational buyer decision.
12. Write the advantages & disadvantages of direct marketing.
13. How to segment the market based on consumers?
14. Write the scope of consumer behavior.
15. Explain the concept of marketing mix.
16. Discuss about the concept of Niche marketing.
17. Explain the stages of buying decision process.
18. Explain the nature of organizational buying.

SECTION-C (3 x 10 =30)

Answer ALL the questions.

19. (a) What is online marketing? Write the advantages & disadvantages of online market.
(Or)
(b) Explain market targeting & its types.
20. (a) What are the differences between organizational buyers & final consumer?
(Or)
(b) What are the factors influences on organizational buyers behavior?
21. (a) Explain the various models of consumers?
(Or)
(b) Explain the level & patterns of market segmentation.

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