

P54/BIB207/EE/20160525

Time : 3 Hours

Marks : 80

Instructions :

1. All Questions are Compulsory.
 2. Each Sub-question carry 5 marks.
 3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
 4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
 - a) What do you understand by Consumer Behaviour? Mention the determinants of Consumer Behaviour. 5
 - b) Write a short note on Motivation. 5
 - c) Explain Maslow's Need Hierarchy Theory. 5
 - d) Write a note on Information Search Process. 5
 - e) Discuss the Evaluation criteria for final Brand Choice. 5
2. Solve any **four** sub-questions.
 - a) Explain briefly 5
 - i) Product Line Expansion
 - ii) Family Branding
 - b) Write a note on Perception. 5
 - c) Explain briefly Tri Component Attitude Model. 5
 - d) What are the Advantages of Brand? 5
 - e) Discuss Elements of Learning. 5

3. Solve any **four** sub-questions.
- a) Mention the features of Attitude. 5
 - b) Explain briefly Freudian theory of Personality. 5
 - c) What are the five stages of the Innovation Decision Process Model? 5
 - d) Write a note on key family Consumption Roles. 5
 - e) What are the advantages of Brand Equity? 5
4. Solve any **four** sub-questions.
- a) Write a note on unfair trade Practices. 5
 - b) Write a short note on Opinion Leadership. 5
 - c) What are the objectives of MRTP Act 1969? 5
 - d) What do you understand by Consumer Protection Act 1986? 5
 - e) Write a note on types of Restrictive Trade Practices. 5

