Q. 1 Explain in your own language the term “Consumer Behavior’. Why is the study of consumer behavior so significant to marketers? What are the drawbacks of the study?

Q. 2 Write a detailed note on the following
   (a) Psychological model of consumer behavior.
   (b) Economic model of consumer behavior.

Q. 3 (a) Explain what “consumer perception” is. How does the understanding of consumer perception help the media planners in planning their media campaign?
   (b) What is a group? In what way does the group have an impact on the individual buying behavior?

Q. 4 (a) Differentiate between consumer buying behavior and Industrial buying behavior.
   (b) What are the problems a supplier is likely to face while dealing with an industrial buyer?

Q. 5 (a) Write a detailed note on consumerism scenario in India. Write any three prominent reasons that have lead to the exploitation of consumers in India.
   (b) Prepare a detailed strategy to prevent the exploitation of the Indian consumer.

Q. 6 (a) Explain in detail, with example the term “Diffusion of Innovations”.
   (b) Who are opinion leaders? Why are opinion leaders considered so significant by marketers?

Q. 7 What is “Attitude”? Explain the following four functions with appropriate examples.
   (a) The utilitarian function.
   (b) The Ego defensive function.
   (c) The value expression function.
   (d) The knowledge function.

**Best of Luck**