Q.2. Discuss in brief the various need theories. What is the influence of these theories on consumer motivation?

Q.3. Define Market Segmentation. In how many ways it can be classified? Discuss briefly the demographic segmentation.

Q.4. What are the different steps in the consumer decision making process? Discuss briefly.

Q.5. Describe personality theories and explain how effective marketing strategies are influenced by life style characteristics.

Q.6. Write short notes on any two:

1. Product Positioning
2. Post purchase behavior
3. Marketing mix

WISH YOU GOOD LUCK
Q.No.1. Describe in brief the various need theories. What is the influence of these theories on consumer motivation.

Q.No.2. Explain the nature of consumer attitude. Also, elaborate on the role of different attitudes in developing a marketing strategy.

Q.No.3. How does a consumer decide when making a specific product purchase. Also, explain a consumer's post purchase behavior.

Q.No.4. Describe personality theories and explain how effective marketing strategies are influenced by life style characteristics.

Q.No.5. Define, perceptual selection and perceptual interpretation. Additionally, elaborate on the relation between consumer behavior and price perceptions.

Q.No.6. What is the process of market segmentation and how is a product positioned in the market.