

Instruction: Attempt any 5 questions

- Q.1 What are the reference Groups? Explain various types of reference groups. (20)
- Q.2 Explain various bases of market segmentation. (20)
- Q.3 Discuss in detail various models of Consumer Attitude. (20)
- Q.4 What is Consumer's Risk perception with reference to price and service quality. (20)
- Q.5 Explain in detail Buying Decision process. (20)
- Q.6 Explain in detail parent Child Influences and Husband Wife Influence. (20)
- Q.7 Write Short notes on any TWO:- (20)
- a) Functions of Attitude.
 - b) Benefits of Market Segmentation.
 - c) Children's Socialisation.