

B.Sc DEGREE EXAMINATION, EVEN SEMESTER 2021
II Year IV Semester
Marketing and Consumer Behaviour

Max.marks :25

Answer any **FIVE** questions ($5 \times 5 = 25$) Marks

1. What are the core marketing concepts?
2. What are the advantages and disadvantages of online marketing?
3. Explain market segmentation.
4. Classify the types of consumers.
5. Examine the buying roles and decisions of a consumer.
6. Brief about the consumer research process.
7. What are the models of consumer behaviour process?