



12.a) Discuss the stages in the Life Cycle of marketing.

(OR)

b) Enumerate the characteristics of Psychological factors in consumer behavior.

13.a) Explain the Diffusion of information.

(OR)

b) Elaborate the steps involved in the Innovation decision process.

14.a) Examine the key stages of the Consumer buying decision process.

(OR)

b) Analyze the significance of the Evaluation of alternatives in consumer decision-making process.

15.a) Examine the role of emotional appeal in Advertising and its influence on the consumer behavior.

(OR)

b) Elucidate the importance of marketing ethics

**SECTION - C**

**(4 X 10 = 40 MARKS)**

**ANSWER ANY FOUR OUT OF SIX QUESTIONS**

**(16<sup>th</sup> QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS FROM Qn. No : 17 to 21)**

**(K4 (Or) K5)**

16. Analyze the Applications of consumer research in understanding the consumer behavior.

17. Examine the role of Market segmentation.

18. Explain learning and attitudes of consumers.

19. Explain the stages in adaptation process stages.

20. How do personal values influence the consumer purchasing decisions?

21. Elaborate advertising and sales promotion strategies.

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