

Time: 2-Hours

Marks: 50

- Note: 1) All Questions are compulsory.
2) Figures to the right indicate full marks.

Q1. Analyse the following case.

10 marks

Ms. Priya is a businesswoman who owned a jewellery brand for 20 years. She started this business out of passion in her early 20's. She had an offline store and participated in several exhibitions and trade fairs to attract customers. Since most of her designs were unique, she always believed that customers would be pulled to her shop due to the brand name and trust. However, COVID lockdown created a serious impact on her business and her sales fell drastically. Post COVID, she tried to revive her business, but she felt she lacked something. She approached her brother who was a marketing manager with an MNC. He convinced her the importance of going online and to use social media as a platform to revive her business.

- Will online presence help Ms. Priya to revive her business? What are the strategies which she will have to use here?
- What would be the advantages and disadvantages of using social media platform for her business?

Q2. Answer the following. (Any One)

10 marks

A. Explain the significance of consumer behaviour.

OR

B. Briefly explain the application of Maslow's Need Hierarchy Theory in marketing.

Q3. Answer the following. (Any One)

10 marks

A. Elucidate the stages in organisational buying behaviour process.

OR

B. Briefly explain the external factors affecting consumer behaviour.

Q4. Answer the following. (Any One)

10 marks

A. Explain the implications of classical conditioning on marketers.

OR

B. Discuss the concept of operant or instrumental conditioning.

Q5. Answer the following. (Any One)

10 marks

A. Explain the features of the Consumer Protection Act, 2019.

OR

B. Explain the stages of Online Buying Process.
