



**INDIRA GANDHI NATIONAL TRIBAL UNIVERSITY  
AMARKANTAK (M.P.)**

**End Semester Examination- 2018**

**M.Com. - III Semester  
Commerce**

**Consumer Behavior and Advertising Management**

*Time:- Three Hours*

*Maximum Marks: 60*

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**Note:** Attempt **ALL** questions. Each question carries 12 marks.

**5 x12 = 60**

**Q. 01.** What is consumer behavior? Explain the various methods for Measuring Buyer behaviour.

**(OR)**

What do you understand by consumer research? Explain its process.

**Q. 02.** What do you mean by consumer motivation?

Explain the process of consumer motivation and nature of consumer personality.

**(OR)**

What is perception? Explain the elements of perception.

**Q. 03.** What is attitude? Explain its characteristics and factors affecting attitude of consumers.

**(OR)**

What is the object of market segmentation? Write a note on the basis of Segmenting the market.

**Q. 04.** Explain the socialization and also the role of family in socialization.

**(OR)**

Explain life style profiles and social classes.

**Q. 05.** What is advertising? Discuss its objectives and point out the problems of advertising in India.

**(OR)**

Explain following:

1. “Advertising sells the product” Define
2. What are the essentials of a good advertisement?

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