**Time : 3 hours  
The questions are of equal value  
  
Answer any five questions, including question No. 8 which is compulsory  
  
Candidates are required to give their answers in their own word as far as practicable.**  
  
1. What is consumer behavior? Discuss the areas of consumer behavior applications in marketing.  
  
2. How do personality traits explain consumer behavior? give some examples.  
  
3. Which important factors influence consumer perception?  
  
4. What type of innovations are the products mentioned below? Identify the characteristics of people who adopted these products :  
(a) Cellular phone  
(b) Wristwatch with camera  
(c) Palmtop  
  
5. Discuss the steps involved in the purchase decision process of a CTV set.  
  
6. What are the consumer evaluative criteria and how do these criteria relate to information search?  
  
7. "Liking can occur without any cognitive activity." Explain.  
  
8. Case study :  
  
To attract potential consumer into automobiles showrooms, GM, Chrysler, and Ford have each used buyer rebates and other promotions estimated to be about $ 4,000 per vehicle. In contrast, rebates and promotions from European auto brands are averaging about $ 2,300, and Asian brands are offering about $ 1,700 per vehicle. Compare to a year ago, this represents and increase of 8.9% for domestic and Asian brands, and a decrease of 15% for European brands.   
A component of the current promotions employed by the three measure domestic car companies is a one-price approach. 'GM employees discount for every one' promotions , and Ford followed with its 'Ford family plan' and the Chrysler followed with its 'employee pricing plus' rather than haggling with the car dealer over price, the consumer is expected to walk into the dealership and except the price that employees of the car manufacturer would pay it they were purchasing the vehicle.  
  
**Questions :**  
  
(a) Since these re bets and other promotional programs are expensive for the manufacturers, How would they develop and exit strategy within the frame work of the attitude toward-the ad model presented in the chapter?  
(b) In therms of consumer attitudes should automobiles be sold using a one-price approach? Why or why not?.