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(such as pre-purchase) and cite the questions that might be asked from both the consumer's and marketer's perspective. The questions must be specific. Answer any TWO (2) questions only1. Discuss and give an illustration of each type of motivational conflict.

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targeted consumer well is essential when communicating with them. Knowing their tastes, preferences and behavior helps to define the sales strategy and plan the optimal actions for the sale of any product or service.

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Article Review Using
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current article that

discusses marketing

challenges, issues, or

strategies related to a

consumer product or

service. The article

should highlight how

marketing is being

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used to respond to
consumer behavior.

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consists of 4 essay
questions. ALL
questions are
compulsory. Each

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Behavior will be

worth 10 marks for a total of 40 marks. (a)

Explain the

peripheral route to

persuasion and

discuss the ways in

which marketers can

influence low-effort

consumer attitudes.

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- 640 Words | Cram

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a. Consumer behavior

b. Consumer interest

c. Consumer attitude

d. Consumer

perception Answer: B

3. ----- is a branch

which deals with the

various stages a c

onsumer goes

through before

purchasing products

or services for his end

use. a. Consumer

behavior b.

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Consumer interest c.

Consumer attitude d.

Consumer perception

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Answer: A Answer: B

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(Regulations 2013)

Time : Three hours

Maximum : 100

marks Answer ALL

questions. PART A —

(10 2 = 20 marks) 1.

Define the term

behavior.

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Introduction

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Consumer behavior is that factor that affects the decision of the consumer in terms of purchasing anything or any services. Customers have too many choices sometimes that they have to choose between them.

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adventure as capably

as experience more

or less lesson,

amusement, as

capably as

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Analysing consumer
behavior is difficult
because there are
many factors which
influence

consumer ' s

behavior. However, if
you ask these 12

basic questions, then

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the going can be easy. These 12 questions will help you build a consumer profile, and will also determine the different types of customers which buy your product and the influences which make them buy.

How to analyse
consumer behavior

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Behavior
by asking these 12
simple ...

Question Paper
Though Hofstede
refers to general
social structures, it
can be related to
consumer behavior
because consumer
behavior also
operates on both
levels. On one hand,
consumers use brand
loyalties to establish
an individual social

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identity, and on the other hand, they form collective units to strengthen those loyalties, and alleviate risk aversion.

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motives that make
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