

TM242149L

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024

2023 ADMISSIONS REGULAR

SEMESTER II - CORE COURSE **RESOURCE MANAGEMENT**

RM2C06TM20 - Consumer Studies

AND - - - -

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. What is a mixed economy?
2. List out the different classifications of buying motives.
3. State the meaning of market.
4. Write on Cyber marketing.
5. State the need for a pricing policy.
6. Enumerate on the purpose of sales forecasting.
7. Enlist the contents required on the label of a food product.
8. Comment on the significance of consumer education.
9. What are the types of Food Adulteration?
10. Briefly write on misleading advertisements.

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Prepare a leaflet on the 'guidelines for wise purchasing practices'.
12. Elaborate on various consumer characteristics influencing their buying behaviour.
13. Elaborate the purpose of market segmentation.
14. Write on different types of labels.
15. Elaborate on the role of wholesalers and retailers in marketing.
16. Explain branding. Comment on the features of a good brand.
17. Design a label for an FMCG.
18. Analyze the scope of consumer research in the market economy.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. What is meant by consumer wants? Explain various market strategies that influence consumer behaviour.
20. What is the meaning of a market? Write in detail the various marketing functions.
21. Elaborate on the significance of personal selling. Critically evaluate the advantages of sales promotion.
22. What is consumer movement? Why are these necessary, especially in India?

