

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2025
2020, 2021, 2022, 2023 ADMISSIONS SUPPLEMENTARY
SEMESTER II - CORE COURSE R.M.I.D
RM2C06TM20 - Consumer Studies

Time : 3 Hours

Maximum Weight : 30

Part A

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

(8x1=8)

1. Define the term, Consumer.
2. What is the meaning of economy?
3. Write on Cyber marketing.
4. What is the pros and cons of 'Installment' credit?
5. Define sales forecasting.
6. Enumerate on the purpose of sales forecasting.
7. Give a write up on the responsibilities of consumers.
8. Provide the list of Consumer Rights.
9. Express your views on the need for consumer protection.
10. Briefly write on misleading advertisements.

Part B

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

(6x2=12)

11. Explain how consumer wants and needs influence their buying behaviour?
12. Discuss the sources of consumer credit, commenting on the advantages and disadvantages of each.
13. Elaborate the purpose of market segmentation.
14. Write a brief note on various factors considered in the selection of channels of distribution?
15. What are the merits of branding?
16. What are the components of a trade mark and brand name?
17. Discuss the consumer responsibilities on the basis of consumer rights.
18. Discuss the three tier consumer redressal mechanism.

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. Write in detail the evolution of market environment.
21. Elaborate on the product life cycle and its significance in marketing strategy.
22. Explain how packaging and labeling are important in the light of consumer exploitation.