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**THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED**

**Q.1. Answer the following short questions. (6x5=30)**

- I. What are the factors of personality traits?
- II. What is Conscious and Unconscious motives?
- III. Explain the sub-dimensions of Perception?
- IV. What is difference between need and want?
- V. Explain segmentation process.
- VI. What is customer relationship management?

**Answer the following questions. (3x10=30)**

**Q.No.2:** Describe personality traits theory. Give five examples of how personality traits can be used in consumer research.

**Q.No.3:** Differentiate between primary data and secondary data? Discuss major advantages and limitation of secondary data?

**Q.No.4:** Define culture. What are the implication of culture change for market?