

	<ul style="list-style-type: none">• Identification of challenges (any five) – 5 marks• Suitable solutions (any five) – 5 marks <p>Answer</p> <table><thead><tr><th>Challenges</th><th>Solutions</th></tr></thead><tbody><tr><td>Highly informed customers</td><td>Transparent and honest communication</td></tr><tr><td>Rapid technological change</td><td>Continuous innovation and digital adoption</td></tr><tr><td>Short attention span</td><td>Creative and engaging content</td></tr><tr><td>High competition</td><td>Strong brand differentiation</td></tr><tr><td>Price sensitivity</td><td>Value-based pricing and offers</td></tr></tbody></table> <p>Modern marketers must adopt customer-centric, technology-driven, and data-based strategies to succeed.</p>	Challenges	Solutions	Highly informed customers	Transparent and honest communication	Rapid technological change	Continuous innovation and digital adoption	Short attention span	Creative and engaging content	High competition	Strong brand differentiation	Price sensitivity	Value-based pricing and offers	
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2 (a)	<p>What is the meaning of consumer behaviour?</p> <p>Schema</p> <ul style="list-style-type: none">• Correct definition – 3 marks <p>Answer</p> <p>Consumer behaviour is the study of how individuals or groups select, purchase, use, and dispose of goods and services to satisfy their needs and wants.</p>	[03]												
(b)	<p>Explain the stages of the consumer buying decision process with an example.</p> <p>Schema</p> <ul style="list-style-type: none">• Explanation of stages – 5 marks• Relevant example – 2 marks <p>Answer</p> <p>The consumer buying decision process includes the following stages:</p> <ol style="list-style-type: none">1. Problem Recognition – Realizing a need2. Information Search – Collecting information3. Evaluation of Alternatives – Comparing brands4. Purchase Decision – Selecting the product5. Post-Purchase Behaviour – Satisfaction or dissatisfaction <p>Example:</p> <p>A consumer buying a laptop compares brands based on price, features, and reviews before purchase.</p>	[07]												
(c)	<p>Critically evaluate the role of cultural factors in influencing consumer behaviour across different regions.</p> <p>Schema</p> <ul style="list-style-type: none">• Meaning of culture – 2 marks• Influence on behaviour – 6 marks• Regional examples – 2 marks <p>Answer</p> <p>Culture consists of values, beliefs, customs, and traditions that influence consumer behaviour.</p> <p>Role of cultural factors:</p> <ul style="list-style-type: none">• Food habits vary across regions	[10]												

	<ul style="list-style-type: none"> • Clothing preferences differ by tradition • Buying behaviour is influenced by religion and festivals <p>Example: Festive purchasing in India differs significantly from Western countries, requiring marketers to customize products and promotions.</p>	
3 (a)	<p>List any three types of consumer products.</p> <p>Schema</p> <ul style="list-style-type: none"> • Any three correct types – 1 mark each <p>Answer</p> <ol style="list-style-type: none"> 1. Convenience products 2. Shopping for products 3. Specialty products 	[03]
(b)	<p>Explain the concept of product levels using a simple product example.</p> <p>Schema</p> <ul style="list-style-type: none"> • Explanation of five product levels – 5 marks • Example – 2 marks <p>Answer Product levels explain the value delivered by a product.</p> <p>Example: Smartphone</p> <ol style="list-style-type: none"> 1. Core Benefit – Communication 2. Basic Product – Mobile phone 3. Expected Product – Camera, internet, apps 4. Augmented Product – Warranty and service 5. Potential Product – Future upgrades and features 	[07]
(c)	<p>How does the Product Life Cycle help managers make better product decisions?</p> <p>Schema</p> <ul style="list-style-type: none"> • Meaning of PLC – 2 marks • Explanation of stages – 6 marks • Managerial usefulness – 2 marks <p>Answer The Product Life Cycle consists of Introduction, Growth, Maturity, and Decline stages. PLC helps managers in:</p> <ul style="list-style-type: none"> • Pricing decisions • Promotion planning • Product modification • Resource allocation <p>Thus, PLC enables better strategic planning and control.</p>	[10]
4	<p>Case Study</p> <p>Ramesh is a 28-year-old working professional living in Bengaluru. He plans to buy a new smartphone as his old phone has become slow. Before making the purchase, Ramesh searches online reviews, watches YouTube videos, and asks his friends for suggestions. His colleagues recommend Brand A because of its camera quality, while his family suggests Brand B due to its durability and after-sales service.</p> <p>Ramesh belongs to a middle-income family and is price-conscious. He prefers brands that match his lifestyle and social status. Festival discounts and exchange offers attract him. He finally purchases Brand A after seeing positive reviews and taking advantage of a limited-time discount.</p> <p>The smartphone company studies such customer behaviour to understand why consumers</p>	

	<p>choose one brand over another. They analyze factors like motivation, perception, culture, personal income, reference groups, and decision-making stages to design better marketing strategies.</p> <p>Questions :</p> <p>4.a. Identify and explain any four factors influencing Ramesh's buying behaviour based on the case.</p> <p>Schema</p> <ul style="list-style-type: none"> • Identification of factors – 2 marks • Explanation with case reference – 3 marks <p>Answer</p> <ol style="list-style-type: none"> 1. Personal Factors – Middle-income and price-conscious 2. Social Factors – Friends and family recommendations 3. Psychological Factors – Motivation for quality and discounts 4. Cultural Factors – Preference for durability and value <p>4.b Explain the Consumer Buying Decision Process followed by Ramesh in this case.</p> <p>Schema</p> <ul style="list-style-type: none"> • Explanation of stages – 3 marks • Application to case – 2 marks <p>Answer</p> <ol style="list-style-type: none"> 1. Problem Recognition – Old phone became slow 2. Information Search – Online reviews, YouTube, friends 3. Evaluation of Alternatives – Brand A vs Brand B 4. Purchase Decision – Brand A due to reviews and discount 5. Post-Purchase Behaviour – Satisfaction from value and features 	<p>[05]</p> <p>[05]</p>
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