

Sl. No.

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21MBA3E2AL

MBA III Semester Degree Examination, April/May - 2023

MANAGEMENT

Lifestyle Marketing

Time : 3 Hours

Maximum Marks : 70

Note : Answer **any five** of the following questions with **Question No.1 (Q1) Compulsory**, each question carries **equal** marks.

1. Demonstrate Values and Lifestyle Implications based on VALS Model. **14**
2. Critique Family and Changing Family Structure in India. **14**
3. Define Psychographics and classify the different factors connected to it. **14**
4. Compare and Contrast different types of groups. **14**
5. Discuss the bases for segmenting consumer markets and highlight the marketing implications for Lifestyle market segmentation. **14**
6. Comment on Social Class Lifestyles and highlight the Rising Middle Class. **14**
7. Explain the individual factors influencing Consumer Behaviour. **14**
8. (a) Write an explanatory note on personality. **5**
(b) Explain the benefits of segmentation. **5**
(c) What are the new roles for men and women in changing lifestyle ? **4**

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