



M.B.A. III Semester Degree Examination, April/May - 2024

MANAGEMENT

Lifestyle Marketing

(NEP)

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. What do you mean by behavioristic segmentation ? Explain the basis for consumer market segmentation. **14**
2. What does VALS stand for ? Explain the eight segments of VALS. **14**
3. What are reference groups ? Explain the functions of reference groups. **14**
4. What are target markets ? Discuss how marketer can target niche markets. **14**
5. Discuss how marketers can use the changing role of men and women as a marketing opportunity ? **14**
6. What are steps involved in consumer buying decision making process ? Explain. **14**
7. Why to study consumer behaviour ? Explain the buyer decision process. **14**
8. Explain the following :
 - (a) The Family structure. **5**
 - (b) The Changing Middle class. **5**
 - (c) Quality of life. **4**

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