

4 What roles do the family members play in the family decision making ? Explain the concept of family life cycle. 12

OR

4 What are the major motivational influences. Explain the role of motivation in the marketing process. 12

5 Explain the difference between a group and reference group. Explain the type of reference groups and their influence on consumers. 12

OR

5 What is the importance of customer satisfaction ? How to measure customer satisfaction ? 12

6 Write short notes : (any two) 10

- (1) Sources of customer dissatisfaction
 - (2) Distortion of perception
 - (3) Attitude towards advertising model
 - (4) Structural model of attitude development.
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