Program:	T.Y.B.AMMC	**Semester:**	V	**Program Code:**	UGMMC01
Course:	Consumer Behaviour			**Course Code:**	NUMM503
Duration:	2 Hours	**Examination Pattern:**	NEP-Autonomous-External	**Max. Marks:**	60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Attempt the Case Study:**	[15]	CO's	KL's
		Cambridge, a respected brand in men's formal wear, is entering the women's bridal fashion space with a new label: "ZIVA". This line includes both ready-to-wear and customized bridal outfits, combining elegance with personal expression. Targeting urban and aspirational young women (ages 22–35), ZIVA aims to establish itself in a highly competitive market dominated by established ethnic and bridal designers.			
	(a)	What message channel/message factors should be used and why?	**(5)**	**CO2**	**L5**
	(b)	Who would you use as endorsers and spokespersons and why?	**(5)**	**CO2**	**L5**
	(c)	What appeal of advertising would you suggest and why?	**(5)**	**CO2**	**L5**
Q. 2		**Attempt either A and B or C and D from the following:**	**[15]**	**CO's**	**KL's**
	(a)	Discuss the stages of Family Life Cycle (FLC) and their impact on consumption patterns.	**(8)**	**CO3**	**L3**
	(b)	Describe the Elaboration Likelihood Model (ELM) and its application in persuasive advertising.	**(7)**	**CO2**	**L2**
		OR			
	(c)	Compare and contrast Freud's and Jung's personality theories in the context of consumer behaviour.	**(8)**	**CO1**	**L4**
	(d)	Analyze different ads at different levels of Maslow's Need Hierarchy.	**(7)**	**CO2**	**L4**
Q. 3		**Attempt either A and B or C and D from the following:**	**[15]**	**CO's**	**KL's**
	(a)	Explain the VALS segmentation framework and its significance in targeting consumers.	**(8)**	**CO2**	**L2**
	(b)	A premium fashion brand wants to attract young, aspirational consumers. Develop a consumer-oriented marketing strategy using the concept of self-concept. Suggest how the brand can use actual self-concept and ideal self-concept in its product design, advertising, and brand positioning.	**(7)**	**CO1**	**L6**
		OR			
	(c)	Explain the Diffusion of Innovation Theory and its impact on product adoption.	**(8)**	**CO3**	**L2**

	(d)	Explain the Tricomponent Attitude Model and its application in advertising strategy.	**(7)**	**CO2**	**L3**
Q. 4		**Short Notes (any three out of five) (5 marks each)**	**[15]**	**CO's**	**KL's**
	(a)	Psychological Dynamics of Consumption		**CO1**	**L2**
	(b)	Subliminal Perception		**CO1**	**L1**
	(c)	Need to Study Consumer Behaviour		**CO2**	**L1**
	(d)	Culture, Subculture		**CO1**	**L2**
	(e)	Cognitive Learning Theory		**CO1**	**L2**

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