Paper / Subject Code: 27429 / Advertising: 7) Consumer Behaviour
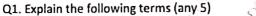
Time: 2Hrs. 30 Mins   Marks: 75

Instruction:
1) Question No. 1 is compulsory.
2) Draw Diagrams and give examples wherever necessary.
3) Figures to the right indicate full marks.

Q1. Explain the following terms (any 5)   15 marks
  a. Self-Concept.
  b. Dogmatism
  c. Work Groups.
  d. Gender Subculture.
  e. Diffusion Process.
  f. Classical conditioning
  g. Subliminal Perception

Q2.
  a. Explain in brief the stages of traditional FLC.   8 marks
  b. What is an advertising appeal? Giving suitable examples and discuss the various kinds of
      appeals used by advertisers.   7 marks

OR

Q2.
  c. Which would be the most appropriate FLC stage to be targeted for the following and why?
                                                            8 marks

      i.   Canned Soup
      ii.   Medical Insurance
      iii. Gold Jewellery
      iv.   Baby Food
  d. What is communication? Explain the importance of source credibility in the communication
      process?   7 marks

Q3.
  a. Explain the five class/ categories of adopters giving examples for each.   8 marks
  b. Explain the 6 basic characteristics of Social Class   7 marks

OR

Q3]
  c. What is the role of media in creating stereotypes?   8 marks
  d. Who is an opinion leader? What are the characteristics of opinion leaders? 7 marks

Q4.
  a. What are the Indian Core Values? How have they changed with time? Give example of
      advertisements that represent Indian Core Values.   15 marks

OR

b. What has given rise to the importance of the study of Consumer Behaviour? Justify your
    answer with suitable examples.   15 marks

Q5] Write Short Notes on (any3)   15 marks
  a) Trait Theory
  b) Maslow's Need Theory.
  c) Tri-Component Attitude Model
  d) VALS
  e) Formal and Informal Groups.