

[Time:2.30 Hrs]

[Total Marks:75]

Please check whether you have got the right question paper.

- N.B:**
1. All questions are compulsory.
 2. Figures to the right indicate full marks.
 3. Students answering in the regional language should refer in case of doubt to the main text of the paper in English.

- Q. 1** Mr. Malhotra and Mrs. Malhotra have 2 children aged 14 years and 10 years. They want to plan for the future of their children as well as have savings for their old age
- A** Explain the various stages of FLC. In which stage of the FLC are the Malhotra family? Identify the products that would be bought by the family in the stage. **10**
- B** What products and services will they choose so that they can have a secure future for their family? Explain with suitable examples. **05**
- Q. 2** What has given rise to the importance of the study of consumer behaviour? Justify your answer with suitable examples. **15**
- OR**
- Q 2. A** What are groups? How do they affect our buying decisions? **07**
- Q 2. B** What is meant by social class? Why is it important for advertisers to study social classes **08**
- Q.3 A** What is the role of media in creating stereotypes? **07**
- Q.3 B** What are motives? How are they aroused? **08**
- OR**
- Q.3 A** What is meant by Opinion leadership? **07**
- Q.3 B** Explain the five class of adopters giving examples for each **08**
- Q.4 A** Discuss Sigmund Freuds Psychoanalytical theory of Personality with suitable examples **07**
- Q.4 B** What are the stages in consumer decision making process? Explain in detail. **08**
- OR**
- Q.4** What are Indian Core Values? Why is it important for advertisers to study it? Elucidate your answer by giving suitable examples of advertisements which showcase these values. **15**
- Q.5** Write short notes on any 3. **15**
- A** VALS
- B** Adoption process
- C** Message structure
- D** Classical conditioning
- E** Ego Appeal