

Duration: 2 1/2 Hour

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

**Q. 1 Case study:**

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? [05]
- b) Who would you use as endorsers and spokespersons and why? [05]
- c) What appeal of advertising would you suggest and why? [05]

**Q. 2 Answer the following:**

- a) Explain the VALS segmentation framework and its significance in targeting consumers. [08]
- b) Describe the Elaboration Likelihood Model (ELM) and its application in persuasive advertising. [07]
- c) How do changing Indian core values influence consumption behaviour? [08]
- d) Analyze different ads at different levels of Maslow's Need Hierarchy. [07]

**OR**

**Q. 3 Answer the following:**

- a) What is cognitive dissonance? Explain its role in post-purchase behaviour. [08]
- b) Explain the Tricomponent Attitude Model and its application in advertising strategy. [07]
- c) Compare and contrast Freud's and Jung's personality theories in the context of consumer behaviour. [08]
- d) How does the concept of self-concept shape consumer behaviour? [07]

**OR**

**Q. 4 Answer the following:**

- a) Discuss the stages of Family Life Cycle (FLC) and their impact on consumption patterns. [15]
- b) Explain the Diffusion of Innovation Theory and its impact on product adoption. [15]

**Q. 5 Short Notes: (Any 3) (5 marks each)**

- a) Opinion Leaders
- b) Persuasive Advertising Appeals
- c) Social Groups & Reference Groups
- d) Culture, Subculture
- e) Subliminal Perception

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