

TYBAMMC sem V Reg Exam DEC-2022

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)

- a) Trait Theory
- b) Maslow's Need Theory.
- c) Tri-Component Attitude Model
- d) VALS
- e) Formal and Informal Groups.

15 marks