TYBMM sem V Reg. Exam Nov-2018
16/11/18

Time: 2Hrs. 30 Mins

Marks :75

N.B.   1) **Question No.1 is compulsory**
       2) **Figures to the right indicate full marks**

1. (a) Explain the following concepts.   (5)

(i) Self image.

(ii) Adoption.

(iii) Social class.

(iv) Acculturation

(v) Dogmatism

1. (b) <u>**CASE STUDY:**</u>

Godrej a well-known company wants to launch its garment's retail business. Based on this information answer the following question:

(i) What type of appeals they should use in their advertisement to capture the market? Explain (3)

(ii) What message structure should be used? Explain in detail.   (3)

(iii) Who would you recommend as the brand ambassador to endorse the brand and why?   (4)

Q2. (a) What is subculture? Explain the different subcultures in brief.   (7)

Q2. (b) Analyse one advertisement at each level of Maslow's Need Hierarchy.   (8)

OR

Q 2. (c) Explain the factors that influence in formation of attitudes.   (7)

Q 2. (d) Which would be most appropriate Family Life Cycle market segment to be targeted for the following and why?   (8)

   (i)   Housing

   (ii)   Insurance

Q3. (a). Write an explanatory note on the Tri-component attitude theory. Explain how you used the model while choosing your current smart phone. (15)

OR

Q3. (b) Explain the basic model of consumer decision making. (15)

Q4. (a) Explain the classification of SRI VALS II market segmentation in details (7)

Q 4.(b) State any two existing advertising messages and analyze how the marketer has tried (8) to reduce cognitive dissonance.

OR

Q4 (c). Explain how the concept of classical conditioning can be useful to marketers. (7)

Q4 (d) Explain Diffusion process in detail. (8)

Q5) Write short notes on any three : (15)

    a) Freudian theory.

    b) Subliminal perception

    c) ELM Model

    d) Opinion Leader

    e) Indian Core Values

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