

Duration: - 2.30 Hrs

Total marks : 75

Note:- All Questions are compulsory.  
 Draw Diagrams and give examples wherever necessary.  
 Figures to the right indicate full marks.

Q1. Read the following and answer the questions given below.

Mr. Satish is working as a financial head. He is planning to get married soon to Ms. Rajni who also is an I.T. professional.

- A. Currently in which stage are both these people and are going to move to which stage? Explain their needs in both the stages. 5
- B. What according to you will be their new consumer needs and how as a marketer will you use persuasion to help them decide? 5
- C. What are the various stages in the Family Life Cycle? Explain each stage in brief. 5

Q2. A Explain the six basic characteristics of Social Class. 8

Q2. B What are the stages in consumer decision making? Explain in brief. 7

OR

Q2. C Giving suitable examples explain the central and peripheral route to persuasion used by advertisers. 8

Q2. D What are the motives? How are they aroused? 7

Q3. A Explain the 3 factors that affect the communication process. What is the importance of credibility in the process of communication? (Emotion, Reason, Perfection) 8

Q3. B What is the role of media in creating stereotypes? 7

OR

Q3. C Explain how the concept of classical conditioning can be useful to marketers. 8

Q3. D Explain Trait theory in detail. 7

Q4. A. What is meant by opinion leadership? Explain the reasons why opinion leaders have grown in the recent years & the reasons why people become opinion leaders. 15

OR

Q4. B What are the Indian Core Values? How have they changed with time? Justify your answer by giving examples from advertisements which represent these values. 15

Q5. Write short notes on any 3 15

1. Adoption Process
2. Subliminal Perception
3. Reference group appeals
4. Culture and Subculture
5. Theory of Need Achievement (Trio of Needs)

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