

Time: 2 ½

Marks - 75

**Instructions:**

1. All questions are compulsory
2. Figures to right indicate marks
3. Provide examples where necessary

**Q1 Case Study**

Mr Bhupesh is 70 years of age with grandchildren who are very young ( boy 5 years; girl 10 years), his only son Ramesh (35 years) and Ramesh's wife Sangeeta (32 years) are living abroad with their children.

**Answer the following-**

- A. Discuss the expenditure pattern of Ramesh 5 marks
- B. Discuss the expenditure pattern of Bhupesh 5 marks
- C. What would be the expenditure pattern of Bhupesh's grandchildren as they grow up & start earning. 5 marks

Q 2

A What is meant by Consumer Behavior? Explain the external variables influencing consumer behavior 8 marks

Q 2

B What is meant by AIO? Explain AIO with reference to urban teenager who is entering college 7 marks

**OR**

Q 2

C What is meant by Message structure? Discuss the importance of one sided & two-sided message structure. 8 marks

Q 2

D Explain Abraham Maslow's Need hierarchy with suitable examples at each level of the pyramid 7 marks

Q 3

A What is meant by Cognitive Dissonance? Explain how companies try to reduce cognitive dissonance in consumers 8 marks

Q 3

B Explain Sigmund Freud's psychoanalytic theory with examples 7 marks

**OR**

Q 3

C What is meant by Subliminal perception? Explain its application with reference to suitable examples 8 marks

Q 3

D Explain the 6 basic characteristics of social class 7 marks

Q4

A Discuss the changes in the Indian Core values in the recent years

15 marks

OR

Q4

B 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 marks

Q5.ShortNotes. (Attempt any 3)

15 marks

1. Classical Conditioning
2. Reference groups and its types.
3. Adoption Process
4. Fear appeal
5. Tri- Component Attitude Model

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