

[This question paper contains 6 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 9591

Unique Paper Code : 12487904

Name of the Paper : Advertising and Consumer Behaviour

Name of the Course : B.A. (Hons.) Business Economics,
2018 (CBCS)

Semester : VI

Duration : 3 Hours

Maximum Marks : ~~75~~

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt both Sections A and B.
3. Follow the instructions indicated against each section.

SECTION A

Question No. 1 is compulsory.

Attempt any 3 from the rest of the questions in Section A.

1. Write short notes on any two of the following :
 - (i) JND

P.T.O.

- (ii) Cognitive Dissonance Theory
- (iii) DAGMAR Approach
- (iv) Creative brief

(5,5)

2. A new mobile manufacturing firm has hit the market. It is exploring the option of advertising on the internet. Discuss the various types of Internet Advertising options available to the firm. How would the internet audience be measured?

(15)

OR

You are the media planner for an established cosmetics company introducing a new line of makeup for teenage girls. Prepare a media plan for its successful launch in the Indian market.

(15)

3. India has a population of about one billion and ours is a country of contrast with regards to lifestyles at varied levels of socio-economic structure. Indian society is driven by a set of core values that remain basic to the Indian culture. Analyze the following advertisements by leading FMCG players in India and identify the underlying core values and ritual settings used. (i) Cadbury's chocolates- Kuch Meetha Ho Jaye (ii) Tata Salt-Desh Ka Namak (iii) Big Bazaar- Isse Sasta aur Acha Kahin Nahin Milega (iv) Flipkart- Shopping ka Naya Address (v) Johnson & Johnson- The Family Company.

(15)

4. Individuals are selective as to which stimuli they recognize and interpret. Examine the three aspects of perception of the stimuli. (15)
5. Which form of learning (Classical conditioning, instrumental conditioning, Observational Learning or Cognitive Learning) best explains the following consumption behavior :
- (i) Buying a laptop for the first time *CO*
 - (ii) Buying a new car *CO Inst.*
 - (iii) Switching from one cell phone service to another *9/0*
 - (iv) Buying a product advertised by a celebrity *CO*
 - (v) Buying a combo pack of soaps *CP*
- (15)

SECTION B

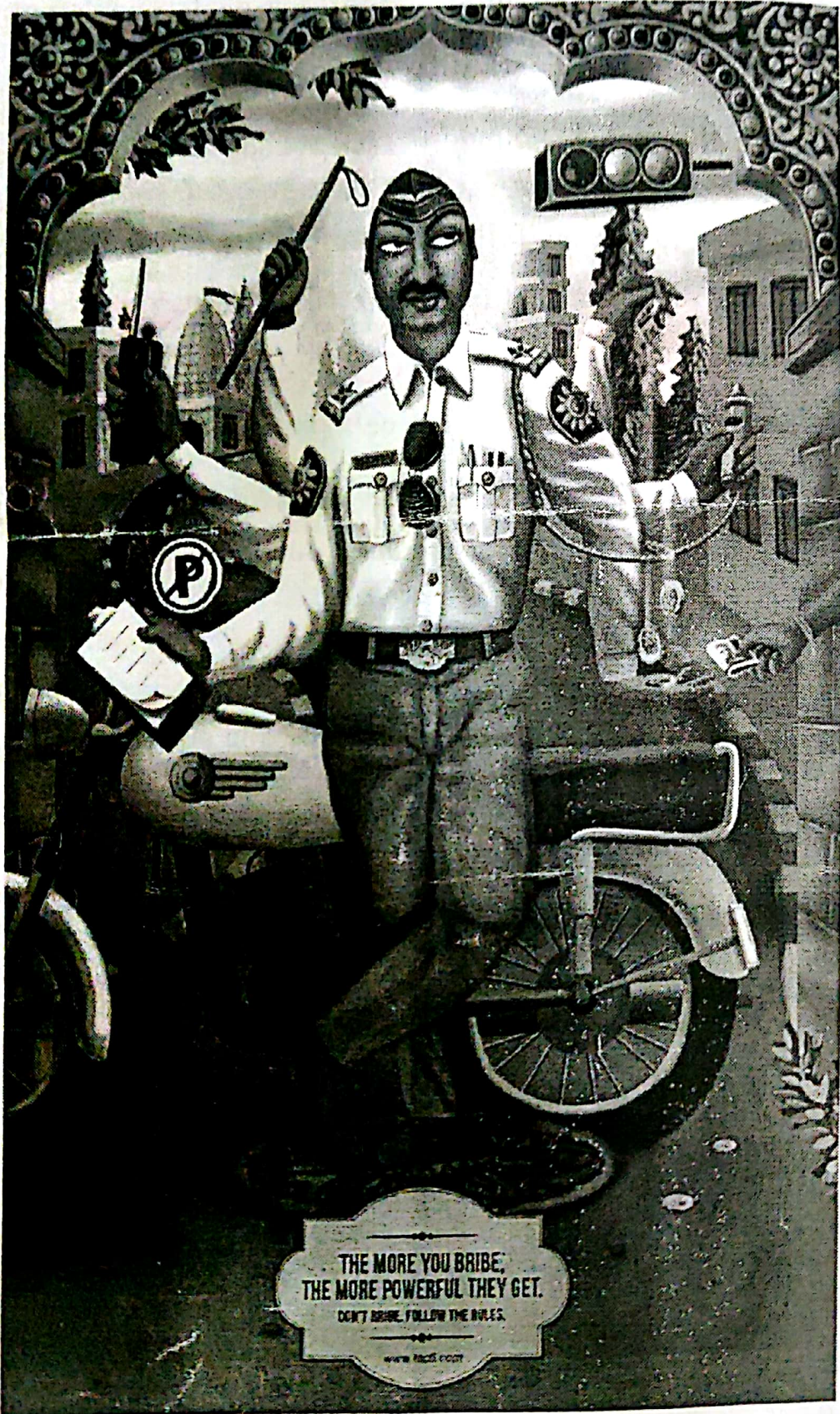
6. Look at the following ads carefully and answer the questions that follow :

(i)



P.T.O.

(ii)



9591

5

(iii)

**No petrol. No diesel.
No price hikes. No hassle.**

Although petrol prices have risen by Rs. 3.73/litre, Reva owners are oblivious to it all. Get a Reva. It's easy to drive. And makes as much sense financially, as it does ecologically.



The Reva I. Empower yourself.
REVA Drive Electric

Test-drive a Reva. Call toll free: 1800 42 56789, SMS REVA to 56677 or visit our showroom at 32, Maini Sadan, 7th Cross, Lavelle Road, Bangalore - 560001.

Choose any two of the above ads and answer the following questions :

P.T.O.

- (a) Analyze the Objectives and Target Market for the chosen advertisements. (5)
- (b) Suggest with reasons the Print Media options for which the chosen ads are most suitable. (5)
- (c) Compare and contrast the two chosen ads in terms of Cognitive Personality Factors of the Target market. (10)