

Assignment Questions

Course Name: BBE

Paper Name: Advertising & Consumer Behaviour

Semester: VI

- Q1. For each of these products- Potato wafers and energy drinks- describe how marketers can apply their knowledge of the Just noticeable Difference (JND) or differential threshold to packaging, pricing and promotional claims during periods of (a) rising raw material costs (b) major transformations in product features.
- Q2. 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. (a) Cadbury's chocolates- Kuch Meetha Ho Jaye (b) Tata Salt- Desh Ka Namak (c) Big Bazaar- Isse Sasta aur Acha Kahin Nahin Milega (d) Flipkart- Shopping ka Naya Address (e) Johnson & Johnson- The Family Company.
- Q3. Usage of Transit advertising is on a rise these days. Which products/services can best utilize this medium? Identify and mention at-least 2 products or services marketed through this medium and briefly discuss its advertising effectiveness.
- Q4. Newspaper and magazines readership has witnessed a steep decline over the past decade, in India as it accounts for more advertising rupees than any other advertising medium. Briefly explain several criteria used for selecting an appropriate media.
- Q5. With today's fast paced lifestyle, quick snacking options like oats, noodles and frozen fries etc from leading brands such as Saffola, Nestle and McCain have become ritual in our daily lives. Mission Healthy India is a new Indian Company, which strongly intends to reverse these unhealthy snacking habits of Indian kids and households. They want to encourage the urban working consumers to choose healthy, convenient and staple Indian snacking options for instant cravings gratification. They are launching whole range of low fat/ baked sweet and savory items such as wheat flour samosa, rice flakes namkeens, jaggery rasgulla, date syrup jalebi etc. Now, consider yourself as the marketing manager of this new company. Design a creative brief for strategically launching the brand and its product in the market.

- Q6. Think back to the times when you were selecting BBE and the college. Did you experience dissonance after you had made a decision? Why or Why not? How does a consumer resolve a post purchase dissonance?

Question Bank

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- Q1. Which form of learning – Classical conditioning, instrumental conditioning, observational learning, or cognitive learning – best explains the following consumption behaviours. (a) buying a 250g 75% bitter Amul chocolate (b) preferring to purchase a Levi's Jeans over Flipkart (c) switching your mobile from Samsung Galaxy S8 to MI Note 5 Pro (d) online booking of a hotel for the first time (e) buying a car. Briefly explain your choices.
- Q2. For each of these products- Potato wafers and energy drinks- describe how marketers can apply their knowledge of the Just noticeable Difference (JND) or differential threshold to packaging, pricing and promotional claims during periods of (a) rising raw material costs (b) major transformations in product features.
- Q3. Explain how Trivago, an online hotel price comparison website, tried to change the Indian consumers attitudes towards the company's brand by: (a) changing belief's about the brand (b) changing belief's about competing brands (c) changing the relative evaluation of attributes and (d) adding an attribute.
- Q4. 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. (a) Cadbury's chocolates- Kuch Meetha Ho Jaye (b) Tata Salt- Desh Ka Namak (c) Big Bazaar- Isse Sasta aur Acha Kahin Nahin Milega (d) Flipkart- Shopping ka Naya Address (e) Johnson & Johnson- The Family Company.
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- Q7. With today's fast paced lifestyle, quick snacking options like oats, noodles and frozen fries etc from leading brands such as Saffola, Nestle and McCain have become ritual in our daily lives. Mission Healthy India is a new Indian Company, which strongly intends to reverse these unhealthy snacking habits of Indian kids and households. They want to encourage the urban working consumers to choose healthy, convenient and staple Indian snacking options for instant cravings gratification. They are launching whole range of low fat/ baked sweet and savory items such as wheat flour samosa, rice flakes namkeens, jaggery rasgulla, date syrup jalebi etc. Now, consider yourself as the marketing manager of this new company. Design a creative brief for strategically launching the brand and its product in the market.
- Q8. Advertising performs its roles when it contributes to moving the consumers through one or more levels in the marketing communications spectrum. Using the DAGMAR approach to objective setting, briefly explain what probable objectives were kept in mind while designing the following advertisements. Also discuss the Segmentation, Targeting and Positioning strategy of the company.
- Q9. Think back to the times when you were selecting BBE and the college. Did you experience dissonance after you had made a decision? Why or Why not? How does a consumer resolve a post purchase dissonance?
- Q10. Give relevant examples from the Indian context for the following advertising objectives
- Reinforcement
 - Brand Awareness
 - Sales Promotion
 - Highlighting USP
- Q11. Explain the following types of advertising with relevant examples-
- Institutional Advertising
 - Surrogate advertising
 - Transit Advertising
 - Retail Advertising
- Q12. Explain the role of ASCI as the watchdog of the advertising industry in India.
- Q13. A new company "Black" with an outlay of 20 crores has entered the Indian market in Assam. It specializes in providing exquisite tea leaves targeting tea lovers.

Discuss whether it should engage in an in-house advertising or assign the job to an advertising agency if a budget of 9 crores is available for advertising.

Q14. Explain the DAGMAR approach with examples in detail.

Q15. Explain the facets model of advertising with relevant examples.

Q16. Discuss the factors to be considered for an appropriate advertising media mix decision.

Q17. Write short notes on the following:

- a) AIDA model for effective Advertising
- b) First Impressions – Halo Effects in Product Stereotyping
- c) IMC and its benefits
- d) Above The Line, Below The Line and To The Line Marketing Communication
- e) Role of advertising regulatory bodies in India
- f) Brand Personality and its example
- g) Zipping and Zapping problem
- h) Facets model of Effective Advertising
- i) Brand personality
- j) Customs versus Beliefs versus Values