

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 7516

Unique Paper Code : 12487917

Name of the Paper : Consumer Behaviour and Advertising

Name of the Course : B.A.(Hons) Business Economics  
2023 (LOCF)

Semester : V

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 any 5 questions
3. All questions carry equal marks

1. Describe the consumer decision making model of input, process and output. Discuss the factors that increase pre-purchase information search. (15)

P.T.O.



2. You are an established fashion designer of luxury garments boutique who is venturing into a new line of sustainable eco-friendly garments and accessories, Meraki, which will be available in retail malls across the country. These goods are keeping in with your commitment of containing the carbon footprint of the textile industry. Do you think it will impact the self-image of your current customer base. What will be your marketing strategy for altering or extending your customers self-image. What gains do you perceive in making this move for your brand. (15)
3. Your friend is starting his business of customized T-shirts and sweatshirts. The target market for the business are college students. He is currently starting his operations from Delhi. He has rented a shop in Kamla Nagar in Delhi. He realizes that there is stiff competition in the market. As a student of marketing, he has approached you to design a poster for building awareness and generating sales. How would you use the principles of design and layout to achieve the objectives? (15)

4. As a consumer explain the effect and use of behavioural theories of learning. Do you as a consumer, consciously or unconsciously undergo learning using any of the behavioural theories? (15)

5. Priyanka, is the marketing manager of Tasty Foods Limited which is going to introduce 'Shakti' as brand of nutritious Chawanprash which contains essential ingredients to boost immunity and provide essential vitamins to increase metabolism and inner strength. It comes in various variants such as Tulsi, Ashwagandha, Mulethhi etc. She needs to design a media plan which would help her reach the target market effectively. Give a detailed media plan she can use. (15)

6. Write a short note on any three of the following

(a) DAGMAR

(b) IMC

(c) Creative Brief

(d) Non Compensatory Decision Rule (5 x 3)

P.T.O.

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7. Highlight the importance of culture in context of Indian consumer. Explain the use of culture by brands to successfully sell their product. (15)

(300)

