LNMIIT/B. Tech./CCE-CSE-ECE-ME-MM/OE/2018-19/EVEN/HSS4132/ET

LNMIIT
The LNM Institute of
Information Technology

The LNM Institute of Information Technology
Department: Humanities and Social Sciences
Consumer Psychology
Exam Type: End Term

Max. Marks: 40

Date: May 9, 2019

Time: 3HRS

Instructions:
1. Kindly, attempt the questions in a sequential manner.
2. Write precise and to the point answers.

Questions:

1. Explain Segmentation, Targeting and Positioning. Discuss the characteristics of behavioural and cognitive segmentation. Outline the key objectives of positioning. (1.5+2+1.5)

2. Discuss the characteristics of Social Class. Critically analyse using examples the statement: 'Social Class is the most appropriate criteria for segmentation.' Outline the applications of Social Comparison Theory in the context of marketing. (1+2+2)

3. Define Brand and Brand Equity with examples. Critically evaluate the various marketing strategies used in online marketing. (2+3)

4. What is Advertising Ethics explain using appropriate examples? Outline four key issues in Advertising. Critically evaluate the impact of advertising on Society citing proper examples. (1+2+2)

5. What is the relevance of family in designing marketing strategy for any product? Outline five techniques used by children to influence buying decisions in a family. Evaluate how children are perceived as three different markets. (1+2.5+1.5).

6. What is Decision Making? Explain the component of Consumer Decision Making process, using examples. Describe the factors influencing Consumer Decision Making (0.5+2.5+2)

7. Define Culture. Highlight the relevance of Culture in marketing. Critically evaluate Global Marketing Strategy using appropriate examples. (0.5+1.5+2)

8. *Situation:* You have been asked to design and promote a mobile application for the payment of 'Traffic Chalan'.
   Highlight certain concepts that you have studied in the consumer psychology course that can be used to encourage people to use this application. (2)

9. What is Self. Describe the four types of Self-Image and critically evaluate their applications in advertising. Why altering Self-Image is used to market a product. (0.5+2+1.5)