

The LNM Institute of Information Technology
Department: Humanities and Social Sciences
Consumer Psychology (CONPSY)
Exam Type: Mid Term

Time: 90 minutes

Date: March 2, 2019

Max. Marks: 30

Instructions:

1. Kindly, attempt the questions in a sequential manner. Attempt all the questions of one section before moving to another section.
2. While attempting the question provide relevant examples to substantiate your answers.
3. Write precise and to the point answers.

Section A

(1X4=4)

1. Explain how geofencing is a solution to the problem of showrooming?
2. Under what circumstances repositioning is required for a product or brand?
3. Highlight the implications of serial position curve.
4. Discuss an implication of grouping as perceptual organization.

Section B

(2X4=8)

5. With the help of appropriate examples, explain how involuntary attention and experiential marketing can be used in gaining consumer's attention?
6. Critically analyze the interdependence of needs and goals using example.
7. Discuss the implications of weber's law in cost reduction of product's manufacturing.
8. Critically analyze how digital revolution has proved beneficial in marketing.

Section C

(4X4=18)

9. Marketing concept is divided into four separate concepts. Discuss the difference between these four concepts highlighting the marketing objectives of each. (2+2) * (3+3)
10. Critically analyze the use of classical and instrumental conditioning in marketing with the help of appropriate examples. (2+2)
11. Critically analyze the application of Elaboration Likelihood Model in designing a website for products sale. (4)
12. Discuss the marketing implications of Maslow's Hierarchy of Needs. Why it has emerged as a highly used theory in marketing? (3+1)