

**Assignment No. 1**

**Course Code: EMKT509**

**Registration Number: \_\_\_\_\_**

**Instructions:**

- a. Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.**
- b. The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.**

**Q1. Explain Maslow's need hierarchy theory in detail with the help of examples? How do marketers keep this theory in mind while offering a product?**

**[10 Marks] [CO3, L2]**

**Signature of the Student\_\_\_\_\_**

**Page 1 of 2**

**Note:-**

**CO: is the Course Outcome as per your course syllabus.**

**L1-L6: Learning level objectives as per Revised Bloom Taxonomy (RBT).**

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**Q2. Describe the nature of emotions and how marketers create different types of appeals to influence these emotions? Mention at least two advertisements and the specific emotion it tries to influence in the consumer?**

**[10 Marks] [CO3, L2]**

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**Page 2 of 2**

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