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Register Number:

DATE:04-03-2022

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE – 560027**

**M.A ADVERTISING AND PUBLIC RELATIONS – I SEMESTER**

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in March 2022)

**APR 7321 - Consumer Behavior and Stakeholder Behavior**

Time: 2 ½ hours Max Marks: 70

**This paper consists of ONE printed page and ONE part**

1. **Answer any 7 questions in minimum 200 words each (7x10=70)**
2. Describe in detail the various stages of the family lifecycle and the bearing each stage has on the ownership of cars and holiday experiences of a family.
3. What are the various demographic factors by which a market can be segmented? Would you consider geo demographics as a more accurate way of segmentation?
4. Influencers can help drive brand awareness, but have a limited role in terms of conversions? Discuss either for or against the topic. Give examples.
5. What are high and low involvement purchases? Discuss, giving examples.
6. What are the core values of the Indian Cultural System? Give examples.
7. What is the difference between Segmenting, Targeting and Positioning? Give examples from any industry other than the Airlines industry while explaining the same.
8. What are the physiological needs of man? Is it right to say that the role of branding is unimportant in the fulfilment of these needs?
9. Describe in brief either the Nicosia or the Howard & Sheth models of consumer decision making.
10. What is consumer ethnocentricity? Give examples of how marketers have used ethnocentricity as a method of segmentation of the market and positioning for their brands.

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