**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & session:

**MA ADVERTISING AND PUBLIC RELATIONS - I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**APR 7222 – CONSUMER AND STAKEHOLDER BEHAVIOUR**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 50**

**This paper contains ONE printed page and TWO parts**

**I. Answer any FIVE of the following in 200 words each: (5x6=30 marks)**

1. Why is it important for marketers and advertisers to understand consumer behaviour?
2. Discuss how motivation drives behaviour using Hull’s Drive Reduction theory. Give an example.
3. Discuss Maslow’s hierarchy of needs and its significance to marketers and advertisers.
4. How does Aaker describe the elements of brand personality? Name a few popular brands that fit into these personality elements.
5. What is the absolute threshold and how does it affect consumer perception? Give three examples.
6. Explain the theory of classical conditioning and discuss its role in understanding consumer behaviour.
7. How does social class influence buying behaviour? How do luxury brands leverage this factor in influencing their consumers? Give an example.

**II. Answer any TWO of the following in 400 words each: (2x10=20 marks)**

1. Myntra has launched a new segment called Myntra Fashion Forward or *Myntra FWD* which hosts Gen-Z Styles and Brands. Create the user persona of the typical Myntra FWD consumer.
2. What is societal marketing? Why is it beneficial to marketers and to humanity, at large? Discuss five societal marketing ideas for *Hero MotoCorp*, India’s leading two-wheeler manufacturer.
3. Why is customer experience important in building brand value? How can *brand Cadbury Dairy Milk Silk* enhance customer experience by leveraging social media? Think up five innovative strategies and elaborate upon them.
4. *Needs are imposed by nature. Wants are sold by society.-* Mokokoma Mokhonoana. Give your views on this statement and substantiate them with case studies of three popular brands.

\*\*\*\*