



ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 560027
MA Advertising and Public Relations – I SEMESTER
SEMESTER EXAMINATION, OCTOBER – 2019
APR 7219 – CONSUMER BEHAVIOUR

Time: 2 ½ hrs

Max Marks: 70

This paper contains ONE printed page and TWO parts

(Write the answers clearly, precisely, and to the point. Answers submitted in point form will not be marked.)

I. Answer ANY THREE of the following in about 150 – 200 words (3 x 10 = 30)

1. “Google probably knows more about you than you do know about yourself”. Describe the ways in which Google builds an accurate profile on a user.
2. “Customer retention is the fulcrum for a brand base”? How true is this statement?
3. Service quality has a big bearing on the long-term success of a brand. Discuss.
4. What are high and low involvement purchases? Discuss, giving examples.
5. “Consumers learn and unlearn attitudes”. Present your views on this statement succinctly.

II. Answer ANY TWO of the following in about 300 – 400 words (2 x 20 = 40)

6. What are the different defense mechanisms that can manifest when a person is not able to achieve her/his need or goal? Illustrate the same with examples.
7. 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.
8. The tri-component attitude model is considered to be a seminal work in co-relating attitudes with consumer buying decisions. Critique this statement.
9. “Cognitive dissonance has led to several product categories going that extra mile to create and retain happy consumers”. Describe the theory and give relevant examples of its application in the field of product creation and marketing.