



Register Number:

DATE: 07-01-2021

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 560027
M.A . ADVERTISING AND PUBLIC RELATIONS – I SEMESTER
SEMESTER EXAMINATION, JANUARY – 2021
APR 7220 - CONSUMER BEHAVIOR

Time: 1 1/2 hrs.

Max Marks: 35

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 FOUR of the following in a minimum of 250 words (4 X 5 = 20)

1. What are the various demographic factors by which a market can be segmented?
2. Write a short note on the Freudian theory of personality.
3. 'Consumers hunt for closure.' Explain this in context to the use of incomplete stimuli in advertising.
4. How important is the role that family plays in socialization of an individual?
5. Opinion leaders are gaining ground over brand ambassadors? Explain with examples.
6. What are high and low involvement purchases? Discuss, giving examples.

II. Answer ANY ONE of the following in a minimum of 350 words (1 x 15 = 15)

7. What are the different defense mechanisms that can manifest when a person is not able to achieve his/her need or goal? Illustrate the same with examples.
8. "Google knows you and owns you". Describe the various ways in which this has come true today. Is this a positive trend?

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