

1. Give short answers to the following questions: (15)

- i. List the major factors that determine the consumer's behaviour.
- ii. What is the difference between need and motive?
- iii. What are the basic assumptions in Maslow's Hierarchy of Needs?
- iv. List the major steps involved in the consumer buying process.
- v. Explain various factors which influence the consumer behaviours?

2. Take a magazine and select five advertisements where celebrities are used in the advertisement messages and identify the following: (7)

Product	Name of the celebrity	Reference group
---------	-----------------------	-----------------

Case Study (8)

Edward is an engineering student, he asked his father, Simon, to buy him a calculator. Simon asked his friend David, to suggest a suitable brand and David told him to buy Casio Fx 82 Model. Accordingly, Simon bought the calculator and gave it to his son. Identify the following in this case:

- a. Buyer
- b. User
- c. Initiator
- d. Influencer
- e. Decider