Time allowed: 2 Hrs 30 Min
Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means.** All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		Total Marks	**50**

Section A

1. Explain the influence of Life style of Family on buying Behaviour?

2. Describe the type of promotional message that would be most suitable for following personality market segment:
   (a) Consumer with high need of recognition.
   (b) Consumers who are visualizers versus consumers who are verbalizers.

3. Which of the five stages of the traditional family life cycle constitute the most lucrative segment(s) for the following:
   (a) Domino's pizza
   (b) iPods

4. If you wanted to name a new product, that would be acceptable to consumers throughout the world. What cultural factors would you consider?

5. For each of the following product activities:
   (a) Identify the core values most relevant to their purchase and use.
   (b) Determine whether these core values are shifting and, if so, in what direction.
   The product and activities are:
   - Green Tea
   - Eating out
   - Interactive TV-Home shopping services

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- Gifting Gold Rakhi

Section B:

6. How would you explain the fact that, although no two individuals have identical personalities, personality is some- times used in consumer research to identify distinct and sizeable market segments?

7. Discuss the statement "marketers don't create need; needs pre-exist marketers". Can marketing efforts change consumer's need? Why or why not? Can they arouse consumer needs? If yes, why?

8. Which status-related variable – occupation, education, or income- is the most appropriate segmentation based for:
   (a) Expensive vacations
   (b) Fat free foods
   (c) Cellular telephones
   (d) Health clubs
   (e) Subscription of Magazines

Section C:

For many of us, Internet is a wonderful tool. It makes it possible to e-mail our friends and family, helps us bank and pay our bills, compare different brands that we might consider purchasing, and find the best price for a desired item. But how much of this ***wonderfulness*** are willing to exchange our personal data? Marketers want to know who we are, and where we go on internet. So, for example, they have been installing cookies on our computers for years. That's why once we have visited a website, the next time we want to click on it, its listing is a different colour. And if you increase the security level of your computer so that your PC does not accept cookies, then it will take you longer to enter most websites.

Google has been personally criticized by those with security concerns because of how it operates its Gmail system. Gmail is automatically delivers ads to the user, based on email in order to send them ads , even if, based on email content, the ads are relevant.

In today's world If identity theft and computer viruses, consumers are resisting swapping personal information for increased value, whether it is taking place online or offline. Jupiter research has recently found that 58 percent of Internet users say that they have developed cookies, with as many as 39 percent claiming to do so monthly. And 28 percent of Internet users are selectively rejecting third-party cookies, like those placed by online ad networks.

QUESTION
1. Is personal value a new Indian cultural value?