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.

### Section A: Long Questions (10 marks each)
### (Internal choice)

1. a. Consumers are usually guided by one of the four self-images which they try and serve through the wide array of products and services that they choose. Which of these images should the marketers focus on for their products or services? Discuss this statement and support with illustrations. (CILO 2) 10 marks

OR

1b. You are the Brand Manager of an air purifier brand. Despite considerable efforts by the company, air purifiers are still in its nascency due to consumer indifference towards the utility of the product. Using the tri-component model of attitude, suggest some strategies to change the consumer's attitude towards air purifier as a product (CILO 2) 10 marks

2a. Discuss the classical conditioning and observational learning models and suggest the product categories wherein each of these models would be applicable. (CILO 2)
10 marks

OR

2b. Describe each of the three components of the Freudian personality theory and suggest how marketers target their communication/advertisements to feed these three components of the consumer's personality (CILO 2) 10 marks

3a. What is Behavioural Targeting? Discuss the role and scope of Behavioural Targeting in today's digital marketing environment. (CILO 1) 10 marks

OR

3b. Elaborate the segmentation of consumers on the following bases:
  i.   product benefits sought              5 marks
  ii.  product usage related factors      5 marks
       (CILO 1)

## Case Study

Amazon's Echo and Google's Home are the the latest home series of smart speakers in India. The smart speakers from the two competing tech giants are also priced similarly in the country - The Google Home competes with the Amazon Echo at Rs 9,999, while the Home Mini and Echo Dot rival each other at a price of Rs 5,499 and Rs 4,499 respectively. Amazon not only has the first mover's advantage when it comes to fulfilling daily needs, it also offers over 12,000 skills such as interacting with third-party services such as Uber, Ola, Jet Airways, Zomato, Urbanclap, etc to complete actions such as calling cabs, ordering food, booking air tickets, and more using voice commands. Users can shop on Amazon using simple voice commands and Alexa even keeps track of the packages and the delivery status. Alexa also supports a feature called Routines, which lets users automate certain tasks such as switching on/off lights, playing music, etc using a single phrase such as "Alexa, Good Morning". Amazon unveiled a new category of Alexa (a cloud-based voice service) skills specifically for children under 13 years of age in India. These skills bring to life popular characters and experiences from renowned Indian and global brands such as Amar Chitra Katha.

The other popular brands include PAC-MAN, Hungama, Appu Series and Bob the Train. These skills can be accessed on all 'Amazon Echo' devices as well as the free Alexa app for smartphones, the company said.

The 'Alexa India Skills Store' currently has over 15,000 skills which serve use cases such as music, news, food, games and smart home. With this new collection of over 350 Alexa skills, kids can challenge themselves with brain teasers and quizzes, listen to nursery rhymes and stories. Children can learn about various topics, from wildlife to English, using simple voice commands with Alexa, the firm said.

One area where the Google Home wins out over the Echo is integrating with Google services. You'll be able to get your calendar alerts, get real-time traffic alerts, route estimates for work, and more.

Google Home offers six routines — a set of customizable actions that are triggered by a phrase. Just say "Good morning," and the Assistant will give you updates on the weather, take your phone off silent mode, deliver your news briefing, read your calendar entries for the day, your reminders, and traffic updates for your commute. The Google Home also casts media to any Chromecast devices or Android TVs in your house. You can get it to play a particular show on Netflix on your Cast-enabled device by issuing a command as well. You can just ask Assistant to ring your phone, and it will do so even if your device is on silent. You can also use any language for Assistant (ranging from English to France, Mandarin, German, and Italian) which isn't possible with Alexa that uses only English.

In conclusion, each smart speaker seems to have its own inherent advantages and disadvantages.

## Questions

1. Have marketers created the need for an Alexa / Google Home or has need pre-existed any marketing activity? Support with suitable justifications. (CILO 3)

10 marks

2. Discuss and elaborate the manifest motives and latent motives involved in the purchase of an Alexa or a Google Home? (CILO 3)

10 marks