

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2025

BBA Semester V

COURSE CODE (CREDITS): 24B11HS511(4)

MAX. MARKS: 25

COURSE NAME: CONSUMER BEHAVIOUR

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1.5 Hour

*Note: (a) All questions are compulsory.*

*(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems*

| Q.No | Question                                                                                                                                                                                                                       | CO  | Marks |
|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|
| Q1   | What are the implications of figure-ground relationships for print ads and for online ads? How can the figure-ground construct help or interfere with the communication of advertising messages?                               | CO2 | 5     |
| Q2   | Does subliminal advertising work? Support your view with suitable examples. How does sensory adaptation affect advertising effectiveness? How can marketers overcome sensory adaptation?                                       | C03 | 5     |
| Q3   | Why are consumers' needs and goals constantly changing? What factors influence the formation of new goals? Apply the concepts of needs and goals to the introduction of a new program by a university.                         | CO2 | 3     |
| Q4   | Write short Notes on the following<br>i. Biogenic needs vs Psychogenic needs<br>ii. Social and environmental influences on personality Development<br>iii. Selective exposure.vs Selective attention<br>iv. Customer retention | CO3 | 12    |