

ASSESSMENT # 4

Total Marks: 30

- 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