

**ASSESSMENT**

**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)

<b>Product</b>	<b>Name of the celebrity</b>	<b>Reference group</b>
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- 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