

ASSESSMENT # 4**Total Marks: 30**

1. Give short answers to the following questions: (15)
- List the major factors that determine the consumer's behaviour.
 - What is the difference between need and motive?
 - What are the basic assumptions in Maslow's Hierarchy of Needs?
 - List the major steps involved in the consumer buying process.
 - 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
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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:

- Buyer
- User
- Initiator
- Influencer
- Decider