**ST.JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & session:

**MA ADVERTISING AND PUBLIC RELATIONS – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**APR 7222: CONSUMER AND STAKEHOLDER BEHAVIOUR**

**Time: 2 Hours Max Marks: 50**

**This paper contains ONE printed page and TWO parts**

1. **Answer any THREE of the following in 150 – 200 words each (3x10=30)**
2. “Consumers hunt for closure.” Explain this in context to the use of incomplete stimuli in advertising.
3. What are the various demographic factors by which a market can be segmented?
4. Is “pester power” a good marketing strategy for a brand? Do you think that it builds up a latent hostility to the brand? Cite examples to support your answer.
5. Define acculturation. Using McDonald’s as an example explain how the process helped in making them successful in India.
6. **Answer any ONE of the following in 300 – 400 words. (1x20=20)**
7. “Sensory input is a powerful perception tool”. Elaborate with examples, how each of the senses can be manipulated by marketers either in product design or communication.
8. “Price is one of the strongest influencers at the point of sale”. Discuss with relation to various pricing strategies that can be adopted.

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