

DATE: 03.04.2024

TIME: 9.30 AM- 12.30 PM

SECTION 2: STRUCTURED ESSAY QUESTIONS (60 MARKS)

Choose 04 out of the 06 questions given below and answer using the provided answer sheets.

- 2.1 Understanding how consumer memory works facilitates in developing an effective and memorable marketing campaign.**
- a) Describe how multi-store model of memory can be used to understand consumer memory using an example and a diagram of the model. (10 marks)
 - b) Name one (01) of the learning theories to understand consumer learning. Briefly discussed the selected theory with a brief example. (5 marks)
- 2.2 The concept of attention has a central role in measuring the effectiveness of advertising campaigns.**
- a) Briefly explain the importance of consumer attention on consumer behaviour. (3marks)
 - b) Explain three (03) strategies used in advertising to keep the attention of consumers to one brand and exclude other competitive products. Provide examples to illustrate your answer. (12 marks)
- 2.3 Explain the following statement using consumer buying behaviour.**
- a) "We are what we consume". Explain this briefly with an example. (5 marks)
 - b) "Consumption is associated to customer identity". Explain with examples. (10 marks)
- 2.4 Brand loyalty makes customer feel that one particular brand is trustworthy and high-quality compared to all others.**
- a) Note down five (05) factors which influence when developing brand loyalty. (5 marks)
 - b) "Brand loyalty is more than repeated purchases". Explain the statement. (5 marks)
 - c) Identify one (01) world famous brand product and explain what factors could have impacted on consumers choosing this product compared to competitive brand products. (5 marks)

- 2.5 Children's exposure to media generates beneficials and harmful effects on their physical and psychological well-being.**
- a) Write five (05) harmful effects of exposure to media on physical and psychological well-being. (5 marks)
 - b) Describe strategies that can promote healthy use of the media among children. (10 marks)
- 2.6 Today Consumer and Media Psychology is an interdisciplinary field which helps understand human experiences in the modern world.**
- a) Describe the role of technology which helped to merge Consumer Psychology and Media Psychology as an interdisciplinary sub-field of Psychology. (6 marks)
 - b) Identify three (03) issues widely discussed in the field of Consumer and Media Psychology that emerged with consumerism, mass production, and technological advancement. (9 marks)

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