

UNIT-II

9. Write short notes on following :
 - a. Cognitive dissonance
 - b. Consumer imagery
10. What are the three types of reinforcement schedules used by marketers to reward customers? What is the Elaboration Likelihood Model?

UNIT-III

11. What is social comparison theory? How does it relate to status consumption? What are the methods of social class measurement? Talk about one of them in brief.
12. What are the traditional family life cycle stages a family progresses through? Discuss how the family life cycle stages influences an individuals consumer behavior. Give examples.

UNIT-IV

13. What is the marketing significance of rate of adoption? How can a slower rate of adoption be beneficial to the marketer?
14. What are the three levels of consumer decision making? Briefly define each. Explain the economic consumer model. Why is this model considered to be unrealistic?

SECTION-C

15. Mr. Greasy is a national car care chain that specializes in providing routine services like oil changes and safety inspections. It advertises nationally and its stores are recognizable from the road by their gray and yellow color schemes. Mr. Greasy's advertisements emphasize the importance of changing a car's oil regularly in order to prevent costly engine failure. To encourage brand loyalty, Mr. Greasy offers customers reward cards that customers get stamped every time they get an oil change, and can receive the sixth oil change free after the purchase of the first five. Fast Oil, a North Carolina chain that offers the same kind of services, paints its stores black and yellow in-an-effort to appear like Mr. Greasy stores and benefit from Mr. Greasy's extensive advertising. Thus many customers have developed positive perceptions of Mr. Greasy, note Fast Oil's store color, and mistake Fast Oil stores for Mr. Greasy stores.

Questions :

- a) What is instrumental conditioning? What are different elements of instrumental conditioning? Which elements of instrumental conditioning being used by Mr. Greasy's?
- b) How are the concepts of stimulus generation and positive reinforcement being used at Mr. Greasy's?