



**JK Lakshmipat University, Jaipur**  
**Institute of Management**  
**MID TERM-II EXAMINATION, 2019**

**BBA (R)- Sem-V**  
**MM: 20 Marks**

**Course: Understanding Consumer Behaviour**  
**Time: 90 Minutes**  
**Subject code: MK10**

Instructions: Attempt all questions.

1. Define the type of promotional message that would be most suitable for each of the following personality market segments, and give an example of each: (5 Marks)
  - (a) highly dogmatic consumers,
  - (b) inner-directed consumers,
  - (c) consumers with high optimum stimulation levels,
  - (d) consumers with a high need for cognition, and
  - (e) consumers with high ethnocentrism.
2. Explain a person's attitude toward visiting India's own little Disney world - Essel World in terms of the tri-component attitude model. (5 Marks)
3. Define in learning terms the conditions under which brand/product extension is a good policy and those under which it is not. (5 Marks)
4. Why is it important for marketers to distinguish between different self-images of an individual? (5 Marks)