Printed Pages: 02
Paper Id: 232367

Sub Code:KMBNMK01
Roll No.

MBA
(SEM III) THEORY EXAMINATION 2022-23
CONSUMER BEHAVIOR & MARKETING COMMUNICATION

Time: 3 Hours *Total Marks: 100*

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. **Attempt *all* questions in brief.** **2 x 10 = 20**

a) Define consumer behavior.
b) What is complex buying behavior?
c) What is social mobility?
d) Mention few major reference groups in consumer behavior.
e) Define advertising.
f) Point out the elements of IMC.
g) What is reach and frequency in media?
h) What is indoor media?
i) Define buzz marketing.
j) What is meant by online promotions?

SECTION B

2. **Attempt any *three* of the following:** **10 x 3 = 30**

a) Discuss the emerging trends in Indian market with special reference to changing consumer behavior.
b) Discuss the strategies for changing consumer attitudes adopted by marketers in Indian.
c) Describe different types of advertising agencies with their functions.
d) Explain the process of media planning.
e) Critically examine the role of digital marketing with its advantages and disadvantages incurrent scenario.

SECTION C

3. **Attempt any *one* part of the following:** **10 x 1 = 10**

a) Explain consumer buying behavior model.
b) Discuss different types of consumer behaviors on the bases of customer involvement.

4. **Attempt any *one* part of the following:** **10 x 1 = 10**

a) Why are consumer needs and wants always dynamic? Mention the factors that influence consumer needs.
b) How consumer learning theories are used by marketers to change the perception of consumers?

QP23DP1_505 | 24-02-2023 13:24:22 | 103.210.31.166

https://www.aktuonline.com

5. **Attempt any *one* part of the following:** **10 x 1 = 10**

a) Explain the different types of advertising according to PLC stages.
b) Discuss different methods of preparing advertising budget.

6. **Attempt any *one* part of the following:** **10 x 1 = 10**

a) Discuss different type of print media with their merits and demerits.
b) What is meant by advertising copy and how a creative advertising copy can be produced?

7. **Attempt any *one* part of the following:** **10 x 1 = 10**

a) Explain the role of viral marketing with its advantages and disadvantages.
b) Evaluate the significance of mobile marketing in present dynamic environment.

https://www.aktuonline.com
Whatsapp @ 9300930012
Send yonr old paper & get 10/-
अपने पुराने पेपर्स भेजे और 10 रुपये पायें,
Paytm or Google Pay से

QP23DP1_505 | 24-02-2023 13:24:22 | 103.210.31.166

https://www.aktuonline.com