Sub Code:KMBMK02

Paper Id: 270366 Roll No:

MBA

(SEM-III) THEORY EXAMINATION 2019-20

CONSUMER BEHAVIOUR& MARKETING COMMUNICATION

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

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

Qno.	Question	Marks	CO
a.	"Consumer Behavior is a multi- disciplinary science". Analyze critically	2	1
b.	List out the individual determinants that affect consumer's buying behavior.	2	1
c.	"Post purchase behavior of consumer is more important for marketing manager than pre purchase behavior." Do you agree? Why?	2	2
d.	Explain how consumer markets differ from business market.	2	2
e.	Advertising is creative only if it sells the produet – Comment	2	3
f.	What do you understand by global advertising?	2	3
g.	What is the impact of internet on communication	2	4
h.	What is advertising Ethics?	2	4
i.	Differentiate between advertising and sales promotion?	2	5
j.	Distinguish between the sweepstakes and contest?	2	5

SECTION B

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

Qno.	Question	Marks	CO
a.	What is consumer behavior? Why is it important for a marketing manager to study consumer behavior?	10	1
b.	Define culture. What are the most important characteristics of culture that reflects its nature? Why is the study of culture important to marketers?	10	2
c.	Rural advertising has a much wider scope than industrial advertising in India. Do you agree with this statement? Comment.	10	3
d.	What do you understand by the term budget? Also explain the meaning of advertising budget and how it should be prepared?	10	4
e.	Identify a sales promotion that has recently been run that you think works to enhance the brand image and onc that serves to hurt brand image. Justify you selection.	10	5

SECTION C

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

Qno.	Question	Marks	CO
a.	Discuss how the study of consumer behavior helps marketers in strategic and tactical planning?	10	1
b.	Assume that you are specialized in the field of psychology and have been hired as a researcher by the market research division of an FMCG company. What are the core issues you will focus upon if you have to analyze the purchase behavior of the target segment(s)	10	1

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

Qno.	Question	Marks	CO
a.	Discuss family influences on buying decisions. Explain the role played by family members in buying:- i) Birthday gift to son ii) Car iii) Home furniture	10	2
b.	What is 'reference group'? Explain its relevance to consumer behavior.	10	2

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

Qno.	Question	Marks	CO
a.	Define Integrated Marketing Communication. Also discuss its process by giving relevant examples.	10	3
b.	Why are Marketing Communication tools other than advertising gaining popularity in the recent year? Discuss any two.	10	3

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

Qno.	Question	Marks	CO
a.	What is media planning? Discuss various steps used for media planning.	10	4
b.	In a democracy where people have freedom of speech and expression, why do we need laws governing commercial speech that is, advertising? Discuss with arguments.	10	4

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

Qno.	Question	Marks	CO
a.	Explain the various tools of Consumer Promotion.	10	5
b.	Define Trade Promotion. What are the factors which lead to doing Trade promotion?	10	5

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