PAPER ID-410786

Roll No: | | | | | | | | | | | | | |

MBA
(SEM III) THEORY EXAMINATION 2021-22
CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION

Total Marks: 100

Time: 3 Hours

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

SECTION A

2 x 10 = 20

1. Attempt *all* questions in brief.

a. Define consumer Behavior.
b. What is subliminal perception?
c. Elaborate on the various individual factors influencing consumer behaviour
d. List out the external factors influencing consumer behaviour
e. Explain initiator role in consumer decision making
f. Explain what integrated marketing communication?
g. What are the objectives of advertising?
h. Explain Interactive marketing
i. Explain the methods of measuring brand loyalty.
j. Name five Advertisement Agencies

SECTION B

10 x 3 = 30

2. Attempt any *three* of the following:

a. Discuss Howard – Sheth model of consumer decision making
b. How is Social Class defined? Describe the correlation between social status or prestige and income. Which is a more useful segmentation variable?
c. Explain the concept of integrated marketing communication and suggest some ways to make it effective.
d. Explain various types of advertising media and discuss the factors affecting media selection
e. Discuss merits and demerits of advertising on TV.

SECTION C

10 x 1 = 10

3. Attempt any *one* part of the following:

(a) "The discipline of consumer behaviour is rooted in the marketing concept". Elucidate. Discuss the need to study consumer behaviour and its interdisciplinary nature.
(b) Distinguish between customer and consumer with the help of suitable examples. Discuss the importance of consumer research in the discipline of consumer behaviour

10 x 1 = 10

4. Attempt any *one* part of the following:

(a) Why do marketers initiate market segmentation? A reputed manufacturer of sports and fitness goods is planning to open a nationwide chain of health and fitness centers. How can they use psychographics to segment the market?
(b) What is the difference between selective attention and perceptual defense? What are basic principles of Perceptual organization.

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

(a) Explain briefly the needs for power, affiliation, and achievement. Identify three advertisements for different products that are designed to appeal to these needs

(b) What are reference groups? What are the various reference group appeals being used by marketers? Explain with suitable examples.

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

(a) How is business advertising different from consumer advertising?

(b) Discuss the role of memory in consumer response to advertising

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

(a) What are the factors we should consider while selecting an advertising agency?

(b) Explain Viral Marketing and Buzz Marketing in India

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