PAPER ID-311948

Subject Code: KMBNMK01

Roll No:

MBA

(SEM III) THEORY EXAMINATION 2023-24

CONSUMER BEHAVIOUR & MARKETING COMMUNIACTION

TIME: 3HRS **M.MARKS: 100**

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

SECTION A

1. Attempt *all* questions in brief.

Q no.	Question	Marks
a.	Mention the components of marketing mix.	2
b.	What is consumer involvement?	2
c.	State the building blocks of consumer learning.	2
d.	What are reference groups?	2
e.	Point out the elements of IMC.	2
f.	Define advertising.	2
g.	What is transit media?	2
h.	What is media reach and frequency?	2
i.	Define mobile marketing.	2
j.	Name different types of online advertising.	2

SECTION B

2. Attempt any *three* of the following:

a.	What are the effects of interruptions in consumer buying process?	10
b.	What are various factors that influence consumer attitude formation? How consumer attitude can be changed regarding "fast food".	10
c.	Elucidate the role of marketing communication in enhancing sales and achieving objectives of the company in current technological scenario.	10
d.	What is advertising effectiveness? Discuss the approach to measure the effectiveness of advertisement.	10
e.	Critically examine the role of interactive marketing with its advantages and disadvantages in recent scenario.	10

SECTION C

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

a.	Elucidate the role of technology in changing consumer behavior in last decade.	10
b.	Explain consumer decision making process and different types of consumers buying behaviour.	10

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

a.	Discuss the stages of FLC and how consumers behave according to various stages of FLC?	10
b.	Explain the theory of cognitive dissonance. Can you site a real-world example where "reassurance advertising" is used?	10

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

a.	What are advertising agencies? Discuss different types and functions of advertising agencies.	10
b.	Explain the process of advertising and different types of appeals used in advertising.	10

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

a.	Discuss executional framework of advertising message and the message strategies.	10
b.	Describe the steps involved in media planning and the factors considered while selecting a media.	10

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

a.	How can companies promote online to drive traffic to their stores?	10
b.	Evaluate the importance of mobile marketing in current technological scenario.	10

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