

Paper Code: MBA034

Roll No.

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MBA

(SEM III) ODD SEMESTER EXAMINATION 2015-16

CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION

[Time: 3 hrs.]

[Max. Marks: 100]

Note- Attempt All Questions. All Questions carry equal marks:-

1. Attempt any four questions: (5 x 4 = 20)
 - a) Why it is important for marketers to understand consumers segments?
 - b) Explain the nature and relevance of reference groups and family influences in consumer behaviour.
 - c) What is the importance of motivation in consumer behavior?
 - d) How are marketing strategies based on information search?
 - e) State the importances of IMC.
 - f) Develop five creative messages for any five products or services keeping in mind the principles of creativity.

2. Attempt any two questions: (10 x 2 = 20)
 - a) State the reasons for studying consumer behavior.
 - b) Explain the marketing implications of culture. What is the role of marketer in this connection?
 - c) List and explain the factors responsible for the spread of innovation. What is continuous innovation?

3. Attempt any two questions: (10 x 2 = 20)
 - a) State the importance of perception. How does it help in decision making?
 - b) State the factors affecting the organizational buying behaviour.
 - c) Explain the model of family decision making.

4. Attempt any two questions: (10 x 2 = 20)
 - a) What are the various objectives of IMC?
 - b) What are the different levels of IMC approach?
 - c) What is the role of e-commerce in marketing communication?

5. Attempt any two questions: (10 x 2 = 20)
 - a) Describe the different dimensions of advertising.
 - b) State the role of advertising in promotion mix.
 - c) Develop a campaign for selling of a business novel.