

Paper Code: MBA-034

Roll No.

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MBA
THIRD SEMESTER EXAMINATION, 2016-2017
CONSUMER BEHAVIOUR & MARKETING COMMUNICATION

[Time: 3 Hours]

[Total Marks: 100]

Note: Attempt *ALL* questions. Assume suitable data, if required. All question carry equal marks.

1. Attempt any **four** parts of the following:- (5x4=20)
 - (a) Define Consumer Behavior? Give reasons for studying consumer behavior?
 - (b) Write a short note on environmental influences on consumer behavior?
 - (c) What do you mean by an advertisement? Explain the common features of a good advertisement?
 - (d) What do you mean by the term “communication”? Write a note on communication process?
 - (e) List any five objectives of Marketing Communication?
 - (f) Write a short note on CRM?

2. Attempt any **two** parts of the following:- (10x2=20)
 - (a) Explain the various Consumer Behaviour Models?
 - (b) What do you mean by the term “consumerism”? Explain the organizational buying behavior and its impact on profit earning capacity of a firm?
 - (c) Explain the nature, meaning and scope of advertisement? Also explain process of advertising and its planning?

3. Attempt any **two** parts of the following:- (10x2=20)
 - (a) What is meant by the term “Integrated marketing communication” (IMC)? Explain in detail the objectives of IMC?
 - (b) Explain in detail some social and ethical issues in advertising?
 - (c) Write an essay on role of E-commerce in Marketing Communication?

4. Attempt any **two** parts of the following:- (10x2=20)
 - (a) What do mean by the term “Promotion Mix”? Explain the role of advertising in Promotion Mix?
 - (b) List at least TEN challenges of IMC? Briefly explain them?
 - (c) Write a note on individual determinants of consumer behavior?

5. Attempt *all* parts of the following:- (10x2=20)
 - (a) Write notes on any **TWO** topics
 - (i) STP Strategies for advertisement.
 - (ii) DAGMAR and AIDA
 - (iii) Role of advertising in national development.

 - (b) Prepare a marketing campaign for marketing and advertising of any **one** of the cosmetic products mentioned- (beauty soap, shampoo, men’s hair oil, winter cream, body lotion? (choose any **one** product).