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**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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