

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7120

Roll No.

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M.B.A.

(SEM. III) ODD SEMESTER THEORY EXAMINATION 2010-11

**CONSUMER BEHAVIOUR AND MARKETING
COMMUNICATION**

Time : 3 Hours

Total Marks : 100

- Note : (1) Attempt all questions.
(2) All questions carry equal marks.

1. Attempt any *four* of the following :— (5×4=20)
- (a) Define the term “Consumer Behaviour” and its importance in marketing.
 - (b) “Innovations always fulfill the Passive needs and wants of consumer.” Explain with help of examples.
 - (c) “Reference Groups are the main influencers in young consumer decision making process.” Explain with the help of examples.
 - (d) Describe the participants in IMC and their roles in effective marketing communication.
 - (e) Explain the role of creativity in Copywriting.
 - (f) Explain “Supportive Communication” in detail with help of example.
2. Explain the characteristics of socio-cultural factors in India and how they affect the consumer behaviour. (20×1=20)

OR

2. Discuss the process of organisation buying behaviour with the help of examples.
3. Explain role of E-Commerce in marketing communication with the help of suitable example. $(20 \times 1 = 20)$

OR

3. Discuss the role of Advertising in Promotion Mix of FMCG products.
4. "Awareness Advertising is done in Introduction stage of PLC." Explain with the help of examples. $(20 \times 1 = 20)$

OR

4. Discuss three methods of preparation of Advertising Budget.
5. Write short notes on any *two* of the following :— $(10 \times 2 = 20)$
 - (a) Personality and self concept of consumer.
 - (b) Objectives in media planning.
 - (c) Testing of Advertising effectiveness.
 - (d) AIDAS concept.