

**Printed Pages : 4**

**MBA-034**

(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.**

**(Semester-III) Theory Examination, 2011-12**

**CONSUMER BEHAVIOUR & MARKETING  
COMMUNICATION**

*Time : 3 Hours]*

*[Total Marks : 100*

**Note :** Attempt questions from each Section as indicated.

**Section-A**

Answer *all* parts in 50–75 words each. All parts carry equal marks. 2×10=20

1.
  - (a) Define Consumer Behaviour.
  - (b) Differentiate Customer with Consumer.
  - (c) Differentiate short-term and long-term memory.
  - (d) What is referent power ?
  - (e) What is aspirational group ?
  - (f) What are the different types of media ?
  - (g) What is propaganda and where is this used ?

- (h) What is the significance of point of purchase media?
- (i) Explain copywriting.
- (j) When can you adjudge an advertisement effective and why?

### Section-B

Answer any *three* out of 5 parts given below in 100 to 200 words each. 10×3=30

2. (a) Attention is determined by three factors. Comment.
- (b) Discuss the impact of reference group on buying behaviour of consumers.
- (c) Explain Howarth Sheth Model of Consumer Behaviour.
- (d) What are stages of family life cycle and how do they impact on the purchase behaviour of consumers?
- (e) What is an ATO model? How does it help in making choices of products that require extensive problem solving?

### Section-C

Answer *all* questions in 300 to 500 words each. All questions carry equal marks.  $10 \times 5 = 50$

3. Discuss the ethical issues related to the statement "marketers don't create needs; needs preexist marketers".

*Or*

"Influencing post purchase experience has become an important tool in marketing." Comment. How would you attempt to influence post purchase behaviour as a marketing manager of an insurance company?

4. Noise is to be managed for effective communication to take place. Why? As an advertising manager, what steps would you take to minimize the impact of noise?

*Or*

What do you mean by Integrated marketing communication? Also discuss its components.

5. "Deciding on the expenditure among various media types is of huge significance." What are the steps required for deciding an expenditure allocation for a management institution promotional communication ?

*Or*

Explain Advertising. What are 4 Ms of advertising ?  
Explain.

6. How can a marketer for a chain of health clubs uses the VALS segmentation profiles to develop and advertisement campaign ? Which segment to be targeted ? How should the health club be positioned to each of these segments ?

*Or*

What are the issues in managing and advertising agency ?

7. Write short notes on any two of the following :
- (i) Role of Advertising in Natural Development
  - (ii) Organisational Buying Behaviour
  - (iii) STP Strategies for Advertising.