

7/1/13
GBTU
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(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7120

Roll No.

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MBA

(SEM. III) ODD SEMESTER THEORY

EXAMINATION 2012-13

**CONSUMER BEHAVIOUR & MARKETING
COMMUNICATION**

Time : 3 Hours

Total Marks : 100

Note :- (i) Attempt **all** questions.

(ii) The figure on the right indicates the marks.

1. Attempt any **four** of the following :- **(5×4=20)**
 - (a) "Marketing of any product requires knowledge of consumer behaviour"— Explain with suitable example.
 - (b) Differentiate between 'Personal Consumer' and 'Organisational Consumer'.
 - (c) Describe lifestyle segmentation.
 - (d) Discuss the situational factors in buying.
 - (e) Explain the role of E-Commerce in marketing communication.
 - (f) What is the importance of creativity in copywriting ?

2. Attempt any **two** of the following :- **(2×10=20)**
 - (a) Describe the relevance of different stages of family life cycle in consumer behaviour.

- (b) What is consumer learning ? Discuss its role in consumer decision making process.
- (c) Discuss the various implications of perception on Consumer Behaviour.
3. Attempt any **two** of the following : **(2×10=20)**
- (a) Explain the factors contributing to Integrated Marketing Communication (IMC) and the challenges in IMC with suitable example.
- (b) "Consumer feels satisfied when value is more than cost." Explain with example.
- (c) What is information processing ? Distinguish between the various activities that comprise the information processing function.
4. Attempt any **two** of the following : **(2×10=20)**
- (a) Explain the Howard Sheth model of Consumer behaviour.
- (b) What are the factors that a marketer should consider while setting the Advertising Budget ? Discuss the various methods used in setting advertising budget.
- (c) Awareness advertising is done in Introduction stage of PLC. Explain.
5. Attempt any **two** of the following : **(2×10=20)**
- (a) Testing of advertising effectiveness
- (b) STP strategy for advertising
- (c) Objectives of media planning.