

MBA
(SEM III) THEORY EXAMINATION 2022-23
CONSUMER BEHAVIOR & MARKETING COMMUNICATION

Time: 3 Hours

Total Marks: 100

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt all questions in brief. 2 x 10 = 20
- Define consumer behavior.
 - What is complex buying behavior?
 - What is social mobility?
 - Mention few major reference groups in consumer behavior.
 - Define advertising.
 - Point out the elements of IMC.
 - What is reach and frequency in media?
 - What is indoor media?
 - Define buzz marketing.
 - What is meant by online promotions?

SECTION B

2. Attempt any three of the following: 10 x 3 = 30
- Discuss the emerging trends in Indian market with special reference to changing consumer behavior.
 - Discuss the strategies for changing consumer attitudes adopted by marketers in Indian.
 - Describe different types of advertising agencies with their functions.
 - Explain the process of media planning.
 - Critically examine the role of digital marketing with its advantages and disadvantages in current scenario.

SECTION C

3. Attempt any one part of the following: 10 x 1 = 10
- Explain consumer buying behavior model.
 - Discuss different types of consumer behaviors on the bases of customer involvement.
4. Attempt any one part of the following: 10 x 1 = 10
- Why are consumer needs and wants always dynamic? Mention the factors that influence consumer needs.
 - How consumer learning theories are used by marketers to change the perception of consumers?

5. **Attempt any *one* part of the following:** **10 x 1 = 10**

- a) Explain the different types of advertising according to PLC stages.
- b) Discuss different methods of preparing advertising budget.

6. **Attempt any *one* part of the following:** **10 x 1 = 10**

- a) Discuss different type of print media with their merits and demerits.
- b) What is meant by advertising copy and how a creative advertising copy can be produced?

7. **Attempt any *one* part of the following:** **10 x 1 = 10**

- a) Explain the role of viral marketing with its advantages and disadvantages.
- b) Evaluate the significance of mobile marketing in present dynamic environment.

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