



(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 2009-10
CONSUMER BEHAVIOUR & 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) "Marketing of any product requires knowledge of consumer behaviour." - Explain with suitable example.
- (b) Discuss the influence of culture and subculture on consumer's decision making process.
- (c) Explain role of E-commerce in marketing communication with the help of suitable example.
- (d) Describe the importance of word of mouth (WOM) communication in consumer behaviour.
- (e) Explain diffusion process of an innovation with example.
- (f) Differentiate between 'Personal Consumer' and 'Organisational Consumer'.



- 2 Define a 'Family'. What are its various types ? 20
Describe the relevance of different stages of family life cycle in consumer behaviour.

OR

- 2 What is consumer learning ? Discuss its role in consumer decision making process. 20

- 3 Explain post purchase dissonance and how it can be reduced in case of mobile purchase. 20

OR

- 3 "Consumer feel satisfied only when value is more than cost." Explain with example. 20

- 4 Explain the factors contributing to Integrated Marketing Communication (IMC) and the challenges in IMC with suitable example. 20

OR

- 4 Discuss AIDAS concept with the help of example. 20

- 5 Write short notes on any two of the following : 10×2=20

- (a) STP strategies for advertising
- (b) Objectives in media planing
- (c) Persuasive and Reminder advertising
- (d) Ethical and social issues in advertising.

