



Printed Pages : 3

MBA-MK-2

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

PAPER ID : 7037

Roll No.

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M.B.A.

(SEM. III) EXAMINATION, 2008-09

**CONSUMER BEHAVIOUR AND
ADVERTISING MANAGEMENT**

Time : 3 Hours]

[Total Marks : 100

Note :

- (i) Attempt all questions.*
- (ii) All questions carry equal marks.*
- (iii) The figure written in the Rt. margin indicate marks.*

1 Attempt any **four** of the following : **5×4=20**

- (a) 'Consumer Behaviour is Interdisciplinary'. Elucidate.
- (b) Explain the various factors which affects the consumer behaviour.
- (c) What do you understand by consumer behaviour ? Discuss the application of consumer behaviour in marketing.
- (d) How can consumer behaviour be used for segmenting consumer markets ?
- (e) Explain the impact of cultural and social factors in determining consumer behaviour.
- (f) Explain the difference between 'Personal' consumer and 'Organisational' consumer.



2 What do you understand by buying motives ? 20
Discuss the application of Maslow's Need Hierarchy to develop marketing strategy for different products.

OR

2 What is consumer learning ? Discuss the theory of classical conditioning and its application in marketing. 20

3 (a) What do you mean by problem recognition ? 10
What influence a customer to resolve a recognised problem ?

(b) 'Alternative evaluation and external information search often occur simultaneously.' Do you agree with the statement ? - Justify. 10

OR

3 How should retailer's deal with consumers immediately after purchase to reduce postpurchase dissonance ? 20
What specific action would you recommend and what effect would you intend to have as regards the recent purchase of a personal computer and a toilet soap.

4 (a) "Advertisement facilitates the building up of positive attitude of the target audience towards a brand." Elaborate with suitable examples. 10

(b) What are the factors marketers consider while setting the advertising budget ? Discuss various methods used in setting advertising budget. 10

OR

4 (a) Discuss the role of creativity in advertising. 10
Select an advertisement that has been on television for some time and describe in details what you think is the creative message strategy in it.

(b) What types of advertising media are available to marketers in India ? Discuss the relative strength and weakness of two advertising medium of your choice. 10

5 Write short notes on any **two** of the following : 2×10

(a) Ethical and social issue in advertising

(b) Advertising effectiveness

(c) STP strategies for advertising

(d) Process of advertising.

