

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. 10×5=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.

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