



(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 2010-11

**CONSUMER BEHAVIOUR AND 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) Define the term “Consumer Behaviour” and its importance in marketing.
  - (b) “Innovations always fulfill the Passive needs and wants of consumer.” Explain with help of examples.
  - (c) “Reference Groups are the main influencers in young consumer decision making process.” Explain with the help of examples.
  - (d) Describe the participants in IMC and their roles in effective marketing communication.
  - (e) Explain the role of creativity in Copywriting.
  - (f) Explain “Supportive Communication” in detail with help of example.
2. Explain the characteristics of socio-cultural factors in India and how they affect the consumer behaviour. (20×1=20)

**OR**

2. Discuss the process of organisation buying behaviour with the help of examples.
3. Explain role of E-Commerce in marketing communication with the help of suitable example. (20×1=20)

**OR**

3. Discuss the role of Advertising in Promotion Mix of FMCG products.
4. "Awareness Advertising is done in Introduction stage of PLC." Explain with the help of examples. (20×1=20)

**OR**

4. Discuss three methods of preparation of Advertising Budget.
5. Write short notes on any *two* of the following :— (10×2=20)
  - (a) Personality and self concept of consumer.
  - (b) Objectives in media planning.
  - (c) Testing of Advertising effectiveness.
  - (d) AIDAS concept.

