

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

**PAPER ID : 7120**

Roll No.

--	--	--	--	--	--	--	--	--	--

**MBA**

**(SEMESTER-III) THEORY EXAMINATION, 2012-13**

**CONSUMER BEHAVIOUR & MARKETING COMMUNICATION**

**Time : 3 Hours ]**

**[ Total Marks : 100**

**Note :** Attempt all questions.

**Section – A**

1. Attempt all parts of this question in 50 to 75 words. All parts carry equal marks. 2 × 10 = 20
- Define consumer behavior.
  - Differentiate between Personal Consumer and Organizational Consumer.
  - What is consumer learning ?
  - Explain subliminal perception.
  - What is surrogate advertising ?
  - What is viral marketing ?
  - Differentiate between customer and consumer.
  - What do you mean by segmentation ?
  - Define culture.
  - What is advertising appeal ?

**Section – B**

2. Attempt any three parts of this question. All parts carry equal marks. 10 × 3 = 30
- How can the study of consumer behavior assist marketers in segmenting markets and positioning products ?
  - Describe the barriers to consumer responsiveness that can be overcome by using projective techniques.
  - Can marketing efforts change consumers' needs ? Why or why not ?

- (d) In your opinion is society a reflection of advertising or advertising a reflection of society ? Elucidate.
- (e) What are ethics in advertising ? Explain the role of ethical bodies in India. Are they effective in implementing their policies ?

**Section – C**

Attempt **all** questions of this section. **All** questions carry equal marks. **10 × 5 = 50**

3. How can external factors influence the purchase decision of a consumer ? What should a marketer do to make the consumer take a favourable purchase decision ?

**OR**

A marketer of health foods is attempting to segment his or her market on the basis of consumer self-image. Describe the four types of consumer self-image and discuss which one would be most effective for the stated purpose.

4. Explain a person's attitude towards visiting Disney World in terms of the tricomponent attitude model.

**OR**

What reference group factors are likely to influence a smoker's decision as to whether or not to use a nicotine patch in the quest to quit smoking ?

5. How does the family influence the consumer socialization of children ? What role does television advertising play in consumer socialization ?

**OR**

How do consumers reduce post purchase dissonance ? How can marketers provide positive reinforcement to consumers after the purchase to reduce their dissonance ?

6. What do you understand by IMC ? Discuss various reasons why IMC has become so popular among marketers over the last one decade ?

**OR**

How consumer oriented and trade oriented sales promotions differ from each other ? Explain with suitable example.

7. What do you mean by media research ? How can you measure advertising effectiveness ?

**OR**

What are the various appeals that can be used in a copy platform ? Discuss it by taking examples of some advertisements from Indian corporate sector.