MBA (INTEGRATED)
(SEM VII) THEORY EXAMINATION 2022-23
CONSUMER BEHAVIOR & MARKETING COMMUNICATION

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data, then choose suitably

SECTION A

Attempt *all* questions in brief.

2 x 10 = 20

1.
(a) What is complex buying behavior?
(b) Point out the interrupts in buying process.
(c) Define consumer attitude.
(d) State the elements of cognitive learning.
(e) Mention the role of marketing communication.
(f) What is creative brief?
(g) Who are spokespersons?
(h) List out the objectives of media planning.
(i) What is viral marketing?
(j) Mention is significance of internet marketing.

SECTION B

2. Attempt any *three* of the following:

10 x 3 = 30

(a) Explain the significance of consumer behavior in developing effective marketing mix.
(b) How can marketers change consumer perception towards their brand?
(c) Describe different types of advertising by giving suitable examples of each.
(d) Discuss various factors in selecting media and developing media strategy.
(e) Examine various issues in placing advertisements in developing technological scenario.

SECTION C

10 x 1 = 10

3. Attempt any *one* part of the following:

(a) Describe consumer buying behavior in detail.
(b) Explain various factors affecting consumer behavior in current scenario.

10 x 1 = 10

4. Attempt any *one* part of the following:

(a) Discuss family lifecycle and its role in consumer buying behavior.
(b) Explain different types of culture and their influence in shaping consumer behavior.

5. **Attempt any *one* part of the following:** 10 x 1 = 10

   (a) Describe the process of IMC with suitable examples.

   (b) What are communication channels and how different types of communication channels are selected?

6. **Attempt any *one* part of the following:** 10 x 1 = 10

   (a) Describe different types of electronic media with their merits and demerits.

   (b) Explain DAGMAR approach in advertising.

7. **Attempt any *one* part of the following:** 10 x 1 = 10

   (a) Discuss advantages and disadvantages of interactive marketing for online shoppers.

   (b) Differentiate between buzz, viral and mobile marketing with their advantages and disadvantages.