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MBA
(SEM III) THEORY EXAMINATION 2024-25
CONSUMER BEHAVIOUR & MARKETING COMMUNICATION

TIME: 3 HRS**M.MARKS: 100**

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A**1. Attempt all questions in brief.****2 x 10 = 20**

Q no.	Question	CO	Level
a.	Define the term Consumer Behaviour.	1	1
b.	Explain meaning of Cognitive Dissonance.	1	2
c.	Write example of reference group in Consumer Behaviour	2	2
d.	Elaborate meaning of empty nest in Family Life Cycle.	2	3
e.	Define Integrated Marketing Communication	3	2
f.	Describe the work of account executive in advertising agency.	3	2
g.	Explain meaning of Unique Selling Proposition.	4	1
h.	Elaborate meaning of reach in media strategy.	4	2
i.	Describe the concept of life time value.	5	2
j.	Define buzz marketing as a part of interactive marketing.	5	4

SECTION B**2. Attempt any three of the following:****10 x 3 = 20**

Q no.	Question	CO	Level
a.	Analyze the nature and scope of Consumer Behaviour.	1	4
b.	Discuss the strategies to bring change in attitude of the consumer towards a brand.	2	3
c.	Recommend the strategies for effective Integrated Marketing communication for a recently opened restaurant.	3	6
d.	Explain the major pretesting methods to test effectiveness of print advertising	4	2
e.	Analyze the advantages and disadvantages of interactive marketing.	5	4

SECTION C**3. Attempt any one part of the following:****10 x 1 = 10**

Q no.	Question	CO	Level
a.	Analyze the steps on consumer buying decision making process with reference to buying of an automobile for personal use.	1	4
b.	Discuss the impact of Information Communication Technology on consumer journey.	1	5



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

Q no.	Question	CO	Level
a.	Elaborate the classical leaning theory as given by Pavlov. Analyze the uses of this theory in Consumer Behaviour.	2	2
b.	Discuss ten changes in Indian consumer behavior due to increasing use of internet.	2	4

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

Q no.	Question	CO	Level
a.	Analyze the four major methods for deciding advertising budget. Discuss their advantages and disadvantages also.	3	3
b.	Differentiate between centralized and decentralized advertising agency.	3	3

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

Q no.	Question	CO	Level
a.	Discuss meaning of message strategies. Analyze the major cognitive message strategies for a television brand.	4	2
b.	Analyze the five media options available for a food product brand targeting rural India.	4	4

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

Q no.	Question	CO	Level
a.	Explain the meaning of Buzz marketing. Discuss the benefits of Buzz marketing campaign for a business person.	5	2
b.	Explain the meaning of Viral marketing. Analyze the main strategies for Viral marketing promotion campaigns.	5	4