

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

PAPER ID : 7120

Roll No.

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**MBA**

(SEM. III) ODD SEMESTER THEORY  
EXAMINATION 2013-14

**CONSUMER BEHAVIOUR AND MARKETING  
COMMUNICATION**

*Time : 3 Hours*

*Total Marks : 100*

**Note :-** (1) All questions are compulsory.

(2) All questions carry equal marks.

1. Attempt any **four** parts of the following : **(5×4=20)**
  - (a) "Attributes vary with consumer and are determined by consumer needs." Elaborate and explain the above statement.
  - (b) What is meant by consumer attitude ? What are its components and functions ?
  - (c) Elaborate the different factors of situational buying.
  - (d) While designing the advertising copy, what factors would you consider ?
  - (e) Discuss the different criticisms leveled against modern advertising.
  - (f) Elaborate the STP strategies.
2. Attempt any **two** parts of the following : **(10×2=20)**
  - (a) What market strategy must be adopted for the spread of innovation or diffusion enhancement ?
  - (b) What role "age" and "life cycle" play in forming consumer perception ?

- (c) Discuss the relevance of Maslow's hierarchy in the context of needs of Indian consumers. Explain the merits and demerits of the hierarchy.
3. Attempt any **two** parts of the following : **(10×2=20)**
- (a) What do you mean by post purchase dissonance and how it can be reduced ?
  - (b) How is industrial buying different from individual buying ? Illustrate by means of an industrial buyer model.
  - (c) What are the main considerations for the purchase of product ?
4. Attempt any **two** parts of the following : **(10×2=20)**
- (a) Explain the process of Marketing Communication.
  - (b) Explain the role of E-commerce in Marketing communication.
  - (c) What challenges do marketing communication face in the era of globalization ?
5. Attempt any **two** parts of the following : **(10×2=20)**
- (a) Describe the role the media plays in advertising. What factors should be taken into account while planning media for an advertising campaign.
  - (b) What do you mean by appeal ? What are the different types of appeal ? Illustrate with example.
  - (c) Describe the advertising agency, and what are its functions ?