

Printed Pages: 4

NMBA-MK-01

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

Paper ID : 2289860

Roll No.

**M.B.A.**

**Regular Theory Examination (Odd Sem - III), 2016-17**  
**CONSUMER BEHAVIOUR AND CUSTOMER**  
**LOYALTY**

*Time : 3 Hours*

*Max. Marks : 100*

**SECTION - A**

**1. Attempt all questions. All questions carry equal marks. Write answer of each question in short.**

**(10×2=20)**

- a) Define impulse buying.
- b) What is cognitive learning?
- c) What do you mean by celebrity endorsements?
- d) Define institutional buying?
- e) Define customer loyalty.
- f) What is customer relationship management?
- g) Define customer affinity.
- h) Define customer engagement.
- i) Define measurement and scale.
- j) What is service quality?

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(1)

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**NMBA-MK-01**

**SECTION - B**

**2. Answer any Five questions from this section**

**(5×10=50)**

- a) Discuss the need of understanding consumer behaviour for a marketer to get an advantage over his competitors.
- b) Differentiate between consumer buying behaviour and organisational buying behaviour. What are the different roles played in a consumer buying decision process?
- c) What are the demographic and psychographic factors which affect the buying decisions of fast moving consumer goods?
- d) Now-a-days many companies are running various customer loyalty programmes. What is the significance and benefits of such events and programmes in digital age of marketing?
- e) Discuss the various types and features of customer loyalty. What is the role of customer loyalty outcomes in business decisions?
- f) What do you know about Rai - Srivastava model of customer loyalty formation? Discuss the factors affecting customer loyalty formation.
- g) "Insurance is the subject matter of solicitation". Which is more suitable for Insurance - customer loyalty or celebrity endorsement?

**NMBA-MK-01**

- h) What do you mean by reference groups? Discuss the role of reference group in choosing an educational institute for doing MBA.

**SECTION - C**

**Note : Attempt any two questions from this section.**

**(2×15=30)**

Maruti Udyog Limited came into existence through an Act of Parliament in 1981. In 1982, MUL entered into a joint venture with Suzuki Motor Company of Japan to manufacture cars in India. The Maruti Udyog Limited (MUL), the leading Indian car manufacturer, entered the family car segment. Between the late 1990s and early 2000s, MUL found its profit margins going down. This made it imperative for it to look for other revenue generating avenues, and this included the entry into the used car market. In India, Maruti used its customer relations practices to build customer loyalty and word-of-mouth awareness.

**Questions :**

3. It was after the entry of companies like MUL, FORD, and Mahindra etc, that the organized used car market attained critical mass in India. To what extent has the entry of these players changed the consumer behaviour towards the used car market? Discuss.
4. In 2001, MUL, the market leader in the car industry in India, entered the used car market in India by launching its 'True Value' operations. Do you think that customers will also buy the used cars from MUL because it is leading car manufacturer in new car segment? Why?

**NMBA-MK-01**

5. Explain the role of celebrity endorsement and customer engagement in consumer buying behaviour. Take the case of MUL.
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Roll No:

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**MBA**  
**(SEM 3) THEORY EXAMINATION 2017-18**  
**Consumer Behavior & Customer Loyalty**

*Time: 3 Hours**Total Marks: 100***SECTION –A****(5 \*4=20)**

1. Attempt any **Five Questions** from following questions. Each question carries equal marks.
- Define Consumer Behavior. Explain nature of Consumer behavior.
  - What are the various buying roles? Explain using an example.
  - What are the steps of decision making process?
  - Explain personal v/s organizational buyer behavior.
  - What is customer affinity?
  - Highlight few loyalty practices in aviation industry.

**SECTION –B****(30 Marks)****CASE-STUDY**

2. Read the caselet given below and answer the questions at the end of the case :

It is observed that when voters evaluate the candidate image before voting decision can be made, the factor of personal value is expected to emerge, in the sense of voter's values and account for a significant portion of consideration in linking the similarity -attraction or personality congruence between the candidate and voter's personality.

**Questions**

- Identify the ways of how marketers understand consumer purchase decision focusing on what are the voters really looking for when they vote in election.
- Critically analyze how the different Indian political parties influence the voting decision of Indian voters as consumers.

**SECTION –C****(10 \* 5 =50)**

Attempt **All Questions**. Each question carries equal marks.

- Explain the application of understanding consumer behavior in current marketing scenario.

**OR**

Explain what reference group is? Explain the various factors affecting the impact of reference groups.

4. What is culture? Explain various influence of culture on consumer behavior.

**OR**

What is “consumer learning”? Discuss the basic elements of learning?

5. Define customer loyalty. Explain the significance of customer loyalty relating to different marketing dimensions.

**OR**

Elaborate the principles of customer loyalty.

6. Explain Customer loyalty programmes in the Indian Banking Industry.

**OR**

Explain the behavioral, attitudinal and cognitive outcomes of customer loyalty.

7. Explain the difference between customer satisfaction and loyalty.

**OR**

Explain the drivers of customer loyalty.



(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 2009-10  
CONSUMER BEHAVIOUR & 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) "Marketing of any product requires knowledge of consumer behaviour." - Explain with suitable example.
- (b) Discuss the influence of culture and subculture on consumer's decision making process.
- (c) Explain role of E-commerce in marketing communication with the help of suitable example.
- (d) Describe the importance of word of mouth (WOM) communication in consumer behaviour.
- (e) Explain diffusion process of an innovation with example.
- (f) Differentiate between 'Personal Consumer' and 'Organisational Consumer'.



- 2 Define a 'Family'. What are its various types ? 20  
Describe the relevance of different stages of family life cycle in consumer behaviour.

**OR**

- 2 What is consumer learning ? Discuss its role in consumer decision making process. 20

- 3 Explain post purchase dissonance and how it can be reduced in case of mobile purchase. 20

**OR**

- 3 "Consumer feel satisfied only when value is more than cost." Explain with example. 20

- 4 Explain the factors contributing to Integrated Marketing Communication (IMC) and the challenges in IMC with suitable example. 20

**OR**

- 4 Discuss AIDAS concept with the help of example. 20

- 5 Write short notes on any two of the following : 10×2=20

- (a) STP strategies for advertising
- (b) Objectives in media planing
- (c) Persuasive and Reminder advertising
- (d) Ethical and social issues in advertising.





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MBA034

(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.

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**MBA-034**

(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.**

**(Semester-III) Theory Examination, 2011-12**

**CONSUMER BEHAVIOUR & MARKETING**

**COMMUNICATION**

*Time : 3 Hours]*

*[Total Marks : 100*

**Note :** Attempt questions from each Section as indicated.

**Section-A**

Answer *all* parts in 50–75 words each. All parts carry equal marks. 2×10=20

1.
  - (a) Define Consumer Behaviour.
  - (b) Differentiate Customer with Consumer.
  - (c) Differentiate short-term and long-term memory.
  - (d) What is referent power ?
  - (e) What is aspirational group ?
  - (f) What are the different types of media ?
  - (g) What is propaganda and where is this used ?

- (h) What is the significance of point of purchase media?
- (i) Explain copywriting.
- (j) When can you adjudge an advertisement effective and why?

### Section-B

Answer any *three* out of 5 parts given below in 100 to 200 words each. 10×3=30

- 2. (a) Attention is determined by three factors. Comment.
- (b) Discuss the impact of reference group on buying behaviour of consumers.
- (c) Explain Howarth Sheth Model of Consumer Behaviour.
- (d) What are stages of family life cycle and how do they impact on the purchase behaviour of consumers?
- (e) What is an ATO model? How does it help in making choices of products that require extensive problem solving?

**Section-C**

Answer *all* questions in 300 to 500 words each. All questions carry equal marks. 10×5=50

3. Discuss the ethical issues related to the statement "marketers don't create needs; needs preexist marketers".

*Or*

"Influencing post purchase experience has become an important tool in marketing." Comment. How would you attempt to influence post purchase behaviour as a marketing manager of an insurance company ?

4. Noise is to be managed for effective communication to take place. Why ? As an advertising manager, what steps would you take to minimize the impact of noise ?

*Or*

What do you mean by Integrated marketing communication ? Also discuss its components.

5. "Deciding on the expenditure among various media types is of huge significance." What are the steps required for deciding an expenditure allocation for a management institution promotional communication ?

*Or*

Explain Advertising. What are 4 Ms of advertising ?  
Explain.

6. How can a marketer for a chain of health clubs uses the VALS segmentation profiles to develop and advertisement campaign ? Which segment to be targeted ? How should the health club be positioned to each of these segments ?

*Or*

What are the issues in managing and advertising agency ?

7. Write short notes on any two of the following :
- (i) Role of Advertising in Natural Development
  - (ii) Organisational Buying Behaviour
  - (iii) STP Strategies for Advertising.

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MBA034

(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 2012-13

**CONSUMER BEHAVIOUR & MARKETING  
COMMUNICATION**

Time : 3 Hours

Total Marks : 100

**Note** :- (i) Attempt **all** questions.

(ii) The figure on the right indicates the marks.

1. Attempt any **four** of the following :- (5×4=20)

- "Marketing of any product requires knowledge of consumer behaviour"— Explain with suitable example.
- Differentiate between 'Personal Consumer' and 'Organisational Consumer'.
- Describe lifestyle segmentation.
- Discuss the situational factors in buying.
- Explain the role of E-Commerce in marketing communication.
- What is the importance of creativity in copywriting ?

2. Attempt any **two** of the following :- (2×10=20)

- Describe the relevance of different stages of family life cycle in consumer behaviour.

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- (b) What is consumer learning ? Discuss its role in consumer decision making process.
- (c) Discuss the various implications of perception on Consumer Behaviour.
3. Attempt any **two** of the following : **(2×10=20)**
- (a) Explain the factors contributing to Integrated Marketing Communication (IMC) and the challenges in IMC with suitable example.
- (b) "Consumer feels satisfied when value is more than cost." Explain with example.
- (c) What is information processing ? Distinguish between the various activities that comprise the information processing function.
4. Attempt any **two** of the following : **(2×10=20)**
- (a) Explain the Howard Sheth model of Consumer behaviour.
- (b) What are the factors that a marketer should consider while setting the Advertising Budget ? Discuss the various methods used in setting advertising budget.
- (c) Awareness advertising is done in Introduction stage of PLC. Explain.
5. Attempt any **two** of the following : **(2×10=20)**
- (a) Testing of advertising effectiveness
- (b) STP strategy for advertising
- (c) Objectives of media planning.





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MBA-MK-2

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

**PAPER ID : 7037**

Roll No.

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**M.B.A.**

**(SEM. III) EXAMINATION, 2008-09**

**CONSUMER BEHAVIOUR AND  
ADVERTISING MANAGEMENT**

*Time : 3 Hours]*

*[Total Marks : 100*

**Note :**

- (i) Attempt all questions.*
- (ii) All questions carry equal marks.*
- (iii) The figure written in the Rt. margin indicate marks.*

**1** Attempt any **four** of the following : **5×4=20**

- (a) 'Consumer Behaviour is Interdisciplinary'. Elucidate.
- (b) Explain the various factors which affects the consumer behaviour.
- (c) What do you understand by consumer behaviour ? Discuss the application of consumer behaviour in marketing.
- (d) How can consumer behaviour be used for segmenting consumer markets ?
- (e) Explain the impact of cultural and social factors in determining consumer behaviour.
- (f) Explain the difference between 'Personal' consumer and 'Organisational' consumer.



2 What do you understand by buying motives ? 20  
Discuss the application of Maslow's Need Hierarchy to develop marketing strategy for different products.

**OR**

2 What is consumer learning ? Discuss the theory of classical conditioning and its application in marketing. 20

3 (a) What do you mean by problem recognition ? 10  
What influence a customer to resolve a recognised problem ?

(b) 'Alternative evaluation and external information search often occur simultaneously.' Do you agree with the statement ? - Justify. 10

**OR**

3 How should retailer's deal with consumers immediately after purchase to reduce postpurchase dissonance ? 20  
What specific action would you recommend and what effect would you intend to have as regards the recent purchase of a personal computer and a toilet soap.

4 (a) "Advertisement facilitates the building up of positive attitude of the target audience towards a brand." Elaborate with suitable examples. 10

(b) What are the factors marketers consider while setting the advertising budget ? Discuss various methods used in setting advertising budget. 10

**OR**

4 (a) Discuss the role of creativity in advertising. 10  
Select an advertisement that has been on television for some time and describe in details what you think is the creative message strategy in it.

(b) What types of advertising media are available to marketers in India ? Discuss the relative strength and weakness of two advertising medium of your choice. 10

5 Write short notes on any **two** of the following : 2×10

(a) Ethical and social issue in advertising

(b) Advertising effectiveness

(c) STP strategies for advertising

(d) Process of advertising.





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

PAPER ID : 270377

Roll No.

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**M. B. A.**

(SEM. III) (ODD SEM.) THEORY  
EXAMINATION, 2014-15

**CONSUMER BEHAVIOUR AND CUSTOMER LOYALTY**

Time : 3 Hours]

[Total Marks : 100

**Note :** Attempt All Questions.

1 Attempt any four parts of the following :  $5 \times 4 = 20$

- a) What do you understand by consumer behaviour? What are the reasons for studying consumer behaviour?
- b) Explain the Howard-Sheth model of consumer behaviour and also state its pros and cons.
- c) Develop a decision making matrix for purchase of paint by a middle class urban consumer.
- d) Why are consumers' needs and goals constantly changing? What factors influence the formation of new goals? Explain.
- e) Discuss the emerging trends in Indian market with special reference to changing consumer behavior. Explain the application of understanding consumer behavior in marketing decisions.

f) A marketer in the cosmetics industry once remarked: "In the factory, we make cosmetics; in the drug store we sell hope" how does this relate to the marketing concept and the need of the marketers to understand consumer behavior?

2 Attempt any two parts of the following :  $10 \times 2 = 20$

- a) "A dissatisfied customer is an unpaid salesman of your competitor." Explain the statement giving importance of consumer behaviour in present marketing scenario.
- b) Explain any one approach to study consumer lifestyle. Discuss the applications to which a marketer's understanding of lifestyle analysis can be put in marketing decisions, explain by using examples.
- c) Describe the influence of culture on consumer behaviour and evaluate the core value of Indians.

3 Attempt any two parts of the following :  $10 \times 2 = 20$

- a) What is loyalty? Explain the meaning of loyalty? Does loyalty vary from relationship to relationship? If yes, why?
- b) Discuss Rai-Srivastava model of customer loyalty formation.
- c) Taking any apparel brand as an example describe the drivers of Customer Loyalty.

4 Attempt any two parts of the following :  $10 \times 2 = 20$

- a) With suitable reasoning explain the initiatives taken by online shopping portal flipkart.com to attain customer loyalty.
- b) How Customer Engagement can be said as mode for loyalty ? Explain with examples.

c) For a store like Big Bazaar discuss the significance of Customer Loyalty.

5 Attempt any two parts of the following :  $10 \times 2 = 20$

- a) Discuss different models used for measuring customer loyalty.
- b) Define the Customer Loyalty initiatives by private and public sector banks of India
- c) Can we use same parameters for evaluating customer loyalty in retail and aviation industry. Give reasons to support your answer.

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

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**M.B.A.**

**Regular Theory Examination (Odd Sem - III), 2016-17**

**CONSUMER BEHAVIOUR AND CUSTOMER LOYALTY**

*Time : 3 Hours*

*Max. Marks : 100*

**SECTION - A**

**1. Attempt all questions. All questions carry equal marks. Write answer of each question in short.**

**(10×2=20)**

- a) Define impulse buying.
- b) What is cognitive learning?
- c) What do you mean by celebrity endorsements?
- d) Define institutional buying?
- e) Define customer loyalty.
- f) What is customer relationship management?
- g) Define customer affinity.
- h) Define customer engagement.
- i) Define measurement and scale.
- j) What is service quality?

## SECTION - B

## 2. Answer any Five questions from this section

(5×10=50)

- a) Discuss the need of understanding consumer behaviour for a marketer to get an advantage over his competitors.
- b) Differentiate between consumer buying behaviour and organisational buying behaviour. What are the different roles played in a consumer buying decision process?
- c) What are the demographic and psychographic factors which affect the buying decisions of fast moving consumer goods?
- d) Now-a-days many companies are running various customer loyalty programmes. What is the significance and benefits of such events and programmes in digital age of marketing?
- e) Discuss the various types and features of customer loyalty. What is the role of customer loyalty outcomes in business decisions?
- f) What do you know about Rai - Srivastava model of customer loyalty formation? Discuss the factors affecting customer loyalty formation.
- g) "Insurance is the subject matter of solicitation". Which is more suitable for Insurance - customer loyalty or celebrity endorsement?

- h) What do you mean by reference groups? Discuss the role of reference group in choosing an educational institute for doing MBA.

## SECTION - C

Note : Attempt any two questions from this section.

(2×15=30)

Maruti Udyog Limited came into existence through an Act of Parliament in 1981. In 1982, MUL entered into a joint venture with Suzuki Motor Company of Japan to manufacture cars in India. The Maruti Udyog Limited (MUL), the leading Indian car manufacturer, into the family car segment. Between the late 1990s and early 2000s, MUL found its profit margins going down. This made it imperative for it to look for other revenue generating avenues, and this included the entry into the 'used car market, in India, Maruti used its customer relations practices to build customer loyalty and word-of-mouth awareness.

## Questions :

3. It was after the entry of companies like MUL, FORD, and Mahindra etc, that the organized used car market attained critical mass in India. To what extent has the entry of these players changed the consumer behaviour towards the used car market? Discuss.
4. In 2001, MUL, the market leader in the car industry in India, entered the used car market in India by launching its 'True Value' operations. Do you think that customers will also buy the used cars from MUL because it is leading car manufacturer in new car segment? Why?

- 5. Explain the role of celebrity endorsement and customer engagement in consumer buying behaviour. Take the case of MUL.**
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Paper Id: Roll No: 

**MBA**  
**(SEM-III) THEORY EXAMINATION 2019-20**  
**CONSUMER BEHAVIOUR & MARKETING COMMUNICATION**

*Time: 3 Hours**Total Marks: 100***Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 10 = 20**

Qno.	Question	Marks	CO
a.	“Consumer Behavior is a multi- disciplinary science”. Analyze critically	2	1
b.	List out the individual determinants that affect consumer’s buying behavior.	2	1
c.	“Post purchase behavior of consumer is more important for marketing manager than pre purchase behavior.” Do you agree? Why?	2	2
d.	Explain how consumer markets differ from business market.	2	2
e.	Advertising is creative only if it sells the product – Comment	2	3
f.	What do you understand by global advertising?	2	3
g.	What is the impact of internet on communication	2	4
h.	What is advertising Ethics?	2	4
i.	Differentiate between advertising and sales promotion?	2	5
j.	Distinguish between the sweepstakes and contest?	2	5

**SECTION B****2. Attempt any three of the following: 3 x 10 = 30**

Qno.	Question	Marks	CO
a.	What is consumer behavior? Why is it important for a marketing manager to study consumer behavior?	10	1
b.	Define culture. What are the most important characteristics of culture that reflects its nature? Why is the study of culture important to marketers?	10	2
c.	Rural advertising has a much wider scope than industrial advertising in India. Do you agree with this statement? Comment.	10	3
d.	What do you understand by the term budget? Also explain the meaning of advertising budget and how it should be prepared?	10	4
e.	Identify a sales promotion that has recently been run that you think works to enhance the brand image and one that serves to hurt brand image. Justify you selection.	10	5

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

Qno.	Question	Marks	CO
a.	Discuss how the study of consumer behavior helps marketers in strategic and tactical planning?	10	1
b.	Assume that you are specialized in the field of psychology and have been hired as a researcher by the market research division of an FMCG company. What are the core issues you will focus upon if you have to analyze the purchase behavior of the target segment(s)	10	1



Paper Id: Roll No: **4. Attempt any one part of the following: 1 x 10 = 10**

Qno.	Question	Marks	CO
a.	Discuss family influences on buying decisions. Explain the role played by family members in buying:- i) Birthday gift to son ii) Car iii) Home furniture	10	2
b.	What is 'reference group'? Explain its relevance to consumer behavior.	10	2

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

Qno.	Question	Marks	CO
a.	Define Integrated Marketing Communication. Also discuss its process by giving relevant examples.	10	3
b.	Why are Marketing Communication tools other than advertising gaining popularity in the recent year? Discuss any two.	10	3

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

Qno.	Question	Marks	CO
a.	What is media planning? Discuss various steps used for media planning.	10	4
b.	In a democracy where people have freedom of speech and expression, why do we need laws governing commercial speech that is, advertising? Discuss with arguments.	10	4

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

Qno.	Question	Marks	CO
a.	Explain the various tools of Consumer Promotion.	10	5
b.	Define Trade Promotion. What are the factors which lead to doing Trade promotion?	10	5



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PAPER ID : 7120

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**M.B.A**

**(SEM III) ODD SEMESTER THEORY EXAMINATION 2009-10  
CONSUMER BEHAVIOUR & 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) "Marketing of any product requires knowledge of consumer behaviour." - Explain with suitable example.
- (b) Discuss the influence of culture and subculture on consumer's decision making process.
- (c) Explain role of E-commerce in marketing communication with the help of suitable example.
- (d) Describe the importance of word of mouth (WOM) communication in consumer behaviour.
- (e) Explain diffusion process of an innovation with example.
- (f) Differentiate between 'Personal Consumer' and 'Organisational Consumer'.



- 2 Define a 'Family'. What are its various types ? 20  
Describe the relevance of different stages of family life cycle in consumer behaviour.

**OR**

- 2 What is consumer learning ? Discuss its role in consumer decision making process. 20

- 3 Explain post purchase dissonance and how it can be reduced in case of mobile purchase. 20

**OR**

- 3 "Consumer feel satisfied only when value is more than cost." Explain with example. 20

- 4 Explain the factors contributing to Integrated Marketing Communication (IMC) and the challenges in IMC with suitable example. 20

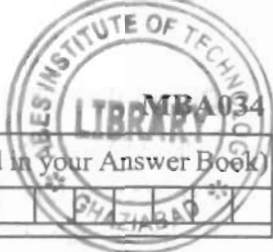
**OR**

- 4 Discuss AIDAS concept with the help of example. 20

- 5 Write short notes on any two of the following : 10×2=20

- (a) STP strategies for advertising
- (b) Objectives in media planing
- (c) Persuasive and Reminder advertising
- (d) Ethical and social issues in advertising.





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PAPER ID : 7120

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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.



Printed Pages : 4

MBA-034

(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.**

**(Semester-III) Theory Examination, 2011-12**

**CONSUMER BEHAVIOUR & MARKETING  
COMMUNICATION**

*Time : 3 Hours]*

*[Total Marks : 100*

*Note : Attempt questions from each Section as indicated.*

**Section-A**

Answer *all* parts in 50–75 words each. All parts carry equal marks. 2×10=20

1. (a) Define Consumer Behaviour.
- (b) Differentiate Customer with Consumer.
- (c) Differentiate short-term and long-term memory.
- (d) What is referent power ?
- (e) What is aspirational group ?
- (f) What are the different types of media ?
- (g) What is propaganda and where is this used ?

- (h) What is the significance of point of purchase media?
- (i) Explain copywriting.
- (j) When can you adjudge an advertisement effective and why?

### **Section-B**

Answer any *three* out of 5 parts given below in 100 to 200 words each. 10×3=30

2. (a) Attention is determined by three factors. Comment.
- (b) Discuss the impact of reference group on buying behaviour of consumers.
- (c) Explain Howarth Sheth Model of Consumer Behaviour.
- (d) What are stages of family life cycle and how do they impact on the purchase behaviour of consumers?
- (e) What is an ATO model? How does it help in making choices of products that require extensive problem solving?

### Section-C

Answer *all* questions in 300 to 500 words each. All questions carry equal marks.  $10 \times 5 = 50$

3. Discuss the ethical issues related to the statement "marketers don't create needs; needs preexist marketers".

*Or*

"Influencing post purchase experience has become an important tool in marketing." Comment. How would you attempt to influence post purchase behaviour as a marketing manager of an insurance company?

4. Noise is to be managed for effective communication to take place. Why? As an advertising manager, what steps would you take to minimize the impact of noise?

*Or*

What do you mean by Integrated marketing communication? Also discuss its components.



5. "Deciding on the expenditure among various media types is of huge significance." What are the steps required for deciding an expenditure allocation for a management institution promotional communication ?

*Or*

Explain Advertising. What are 4 Ms of advertising ?  
Explain.

6. How can a marketer for a chain of health clubs uses the VALS segmentation profiles to develop and advertisement campaign ? Which segment to be targeted ? How should the health club be positioned to each of these segments ?

*Or*

What are the issues in managing and advertising agency ?

7. Write short notes on any two of the following :
- (i) Role of Advertising in Natural Development
  - (ii) Organisational Buying Behaviour
  - (iii) STP Strategies for Advertising.

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

**PAPER ID : 7120**

Roll No.

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**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**
- (a) Define consumer behavior.
  - (b) Differentiate between Personal Consumer and Organizational Consumer.
  - (c) What is consumer learning ?
  - (d) Explain subliminal perception.
  - (e) What is surrogate advertising ?
  - (f) What is viral marketing ?
  - (g) Differentiate between customer and consumer.
  - (h) What do you mean by segmentation ?
  - (i) Define culture.
  - (j) What is advertising appeal ?

**Section – B**

2. Attempt any three parts of this question. All parts carry equal marks. **10 × 3 = 30**
- (a) How can the study of consumer behavior assist marketers in segmenting markets and positioning products ?
  - (b) Describe the barriers to consumer responsiveness that can be overcome by using projective techniques.
  - (c) 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.

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

Paper ID : 270313

Roll No.

**MBA**

**(SEM. III) THEORY EXAMINATION, 2015-16**

**CONSUMER BEHAVIOUR & CUSTOMER LOYALTY**

**[Time : 3 hours]**

**[Total Marks : 100]**

**Note :** Attempt questions from each sections as per the instructions.

**SECTION - A**

1. Attempt **all** of the following questions: (2x10=20)
- (a) What are the factors that determine the extent of information search when looking for a hospital for taking a child for consultation ?
  - (b) Enlist two examples of Celebrities used as experts in Indian media for advertisements.
  - (c) Why must marketing manager be aware of separate types of group influence ?
  - (d) Differentiate customer loyalty & customer retention.

- (e) Explain the factors responsible for social stratification.
- (f) Elucidate on the relevance of Customer loyalty ladder for marketer.
- (g) Define categories of adopter when a consumer goes to purchase a product.
- (h) Discuss the role of customer satisfaction in building customer loyalty.
- (i) Elucidate on Behavioural & Attitudinal loyalty.
- (j) Suggest ways to build customer affinity in the context of automobile industry.

### SECTION - B

2. Attempt any five questions : (10x5=50)

- (a) How does the Howard Sheth model explain the consumer decision process ? Describe in detail, using the example of the last consumer durable purchased by your family.
- (b) Describe the influence of Culture on Consumer Behaviour and evaluate the Core Value of Indians.
- (c) Identify any one advertisement of your choice and explain how it utilizes the Cognitive theory of learning.

- (d) "Customer Engagement is reverse cold calling where a customer decides and company follows", Comment.
- (e) Customer loyalty through customer service starts from booking of tickets to collection of baggage. Classify the point of customer interaction in the aviation industry and design a plan so that customer loyalty with your airline can be maximized.
- (f) Elucidate how a company assess customer loyalty? What are the different models for its measurement?
- (g) With the help of suitable example, describe Rai - Srivastava model of customer loyalty formation.
- (h) As a Customer Relations Manager in a life insurance company design a set of programmes for building loyalty for its customers.

### SECTION - C

3. Attempt all questions (3x10=30)

C.G. Electronics Ltd. was a company incorporated in 1983 by Mr. Atul Seth and over the years had emerged as one of the frontrunners in the growing segment of the electronics and home appliances market in India. Presently it has a market share of 30 percent of the home appliances market. The company's product strategy has been to offer a wide product range right from mono

stereo, two-in-ones, sophisticated music system, televisions, refrigerators, washing machines and microwave ovens. C.G. Electronics marketing strategy also included offering the above products so as to match the needs and budget of the middle class and upper strata of the society.

In 1991 Rahul, son of Mr. Atul Seth took over as the Managing Director of the company. Seeing the intense competition in the market in the post liberization scenario, Rahul was keen to go by the principle that once you have targeted your customer, you follow him/her relentlessly with attractive offerings. In 1994 he started with a well focused promotion and distribution strategies. The promotion included spending Rs.10 crores in advertising through holding exhibitions, organizing special training programmes for their sales force, using mass media appeal, offering freebies and various other sales promotion techniques. For distribution, Rahul went about the task of selecting exclusive showrooms and franchisees to display their wide range of products. The location for the exclusive retail outlets was also selected so as to match the perception of the consumers as an "exclusive showroom" for them.

Even after two years of the operating the new promotion and distribution strategy, the sales of C.G. Electronics, was not picking up to the extent the company had thought it would. Rahul directed the marketing manager to do a

study of the other retail outlets to know the trend. The results indicated that there was a change in the consumer's perception about purchasing consumer durables. There was seen a preference for purchasing goods from retail outlets having more than one brand.

#### Questions:

- (a) Where do you think Rahul went wrong in his analysis of consumer behaviour?
- (b) Discuss the change in the role of consumers today as compared to the consumers five years ago.
- (c) Suggest measures which could be taken by C. G. Electronics to achieve its targets.

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

**PAPER ID : 1288**

Roll No.

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**MBA**

(SEM. III) ODD SEMESTER THEORY

EXAMINATION 2013-14

**CONSUMER BEHAVIOUR***Time : 3 Hours**Total Marks : 100***Note :- Attempt all Sections.****SECTION-A**

1. Answer all **ten** parts in **50-75** words. All parts carry equal marks.  
(10×2=20)

- (a) How does a group differ from reference group ?
- (b) Why is it important for marketers to understand consumer motivation ?
- (c) What is meant by an impulse purchase ? Why it is important ?
- (d) Define Family Life Cycle.
- (e) Why are consumer expectations important ?
- (f) What are the characteristics of an opinion leader ?
- (g) What are the global marketing strategies that marketers adopt ?
- (h) What and how do consumers search the information ?
- (i) List the factors influencing consumer behavior.
- (j) What is elimination-by-aspect decision rule ?

### SECTION-B

2. Answer any **three** of the following parts in not more than **200** words : (3×10=30)
- (a) Discuss the need and importance of studying consumer behavior.
  - (b) What are the consumption differences you can observe with reference to durable and non durable products based on social factors ?
  - (c) Define Culture. Explain the characteristics of culture and factors influencing culture.
  - (d) What are the basic strategies available for companies seeking to influence need recognition ?
  - (e) Explain how personality traits can influence consumer behavior ?

### SECTION-C

**Note:-** Answer the following questions in not more than **500** words.  
(5×10=50)

3. Explain the impact of lifestyle and psychographics on consumer buying decision.

**OR**

Discuss the process of consumer decision making.

4. What do you mean by social stratification and social class ? Do you feel social mobility can result in the reduction of social class differences ? Why ?

**OR**

Describe the innovation adoption and diffusion process in detail and add a note on factors influencing the rate of diffusion.

5. What are the determinants of retailer success or failure ?

**OR**

Explain with suitable examples the importance of customer satisfaction in today's environment. Describe the various sources of customer dissatisfaction. Explain in brief various measures that can be used for enhancing customer satisfaction.

6. What is habitual decision making ? How is it different from variety seeking ?

**OR**

Which of the following products do you think are most likely to be purchased on the basis of brand loyalty and on the basis of inertia :

- (a) Detergent
- (b) Cosmetic
- (c) Soft Drink
- (d) Washing Machine
- (e) Airlines
- (f) Shoe Polish.

7. What do you mean by the term attitude ? Why marketers and consumer researchers are interested in learning about the link between consumer behaviour and attitude ?

**OR**

Describe different ways a company could segment the market based on consumption.



**MBA**  
**(SEM III) THEORY EXAMINATION 2018-19**  
**Consumer Behaviour**

**Time: 3 Hours****Total Marks:70****Notes: Assume any Missing Data.****SECTION A**

- 1. Attempt all questions in brief. 2 x 7 = 14**
- a. What is negative reinforcement? How it is differ from punishment?
  - b. What is Advertisement wearout?
  - c. What is meant by the term Rituals?
  - d. What is meant by customer loyalty?
  - e. Discuss consumer socialization.
  - f. Define reference group?
  - g. Define Evoked set?

**SECTION B**

- 2. Attempt any three of the following: 7 x 3 = 21**
- a. What is consumer behavior? How did the field of consumer behavior evolve?
  - b. Consumer has both innate and acquired needs. Give example of each kind of need and show how the same purchases can serve to fulfill either or both kind of need?
  - c. What is culture? What are the most important characteristics of culture?
  - d. Discuss the steps in consumer information processing? Does it happen in all types of consumer purchase?
  - e. What factors influences consumer satisfaction?

**SECTION C**

- 3. Attempt any one part of the following: 7 x 1 = 7**
- a. Define the social marketing concept and discuss its importance.
  - b. Discuss the interrelationships among customer and satisfaction. Why customer relationship important?
- 4. Attempt any one part of the following: 7 x 1 = 7**
- a. Discuss and critically evaluate Maslow's Hierarchy of needs.
  - b. What is perception? How does it influence? What is their importance in advertising?
- 5. Attempt any one part of the following: 7 x 1 = 7**
- a. What is reference group? What types of influences can a reference group have on consumers?
  - b. What does the term group mean? On what basis may group be classified?
- 6. Attempt any one part of the following: 7 x 1 = 7**
- a. Discuss Howard Seth model of consumer behavior?
  - b. What is sensory discrimination, and what role does it plays in the evaluation of product?
- 7. Attempt any one part of the following: 7 x 1 = 7**
- a. Why can purchase implementation be a critical part of the organizational decision process?
  - b. How different organization activities and objectives would affects organizational culture?

Printed pages: 01

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Sub Code: RMB MK02

Roll No:

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**MBA**  
**(SEM III) THEORY EXAMINATION 2017-18**  
**CONSUMER BEVAIOUR**

**Time: 3 Hours****Total Marks: 70****Notes:** Attempt all Sections. Assume any missing data.

## SECTION A

1. Attempt *all* questions in brief. 2 x 7 = 14
- What is the role of sociology on organizational behavior?
  - What are the self appraisal theory of self image?
  - what is the relationship between consumer personality and brand personality?
  - Define a perceived risk. What are the different types?
  - What do meant by opinion leadership?
  - what are the reason that affect the level of information search?
  - Give the reason for satisfied but disloyal customer.

## SECTION B

2. Attempt any *three* of the following: 7 x 3 = 21
- Discuss in details about the contribution made by consumer behavior in various stages.
  - What is the changing face of consumer behavior under the scenario of globalization?
  - What are the various aspects of personality? Discuss about the impact of personality on consumer behaviour.
  - What are the characteristics of social class? Discuss the factor responsible for social stratification?
  - Discuss the Nicosia model of consumer behaviour in detail.

## SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7
- What is the consumer decision making process? Describe the steps involved in it.
  - what is the post purchase dissonance? What are the condition leading to post purchase dissonance?
4. Attempt any *one* part of the following: 7 x 1 = 7
- What do you mean by customer loyalty? What are the stages involved in the process of achieving customer loyalty?
  - Discuss the various practical applications of consumer behaviour.
5. Attempt any *one* part of the following: 7 x 1 = 7
- Briefly explain all the determinants of consumer behaviour.
  - What do you mean by term 'Personality'? Discuss its nature.
5. Attempt any *one* part of the following: 7 x 1 = 7
- How can you measure the Personality?
  - What are the various methods of measuring customer satisfaction?
6. Attempt any *one* part of the following: 7 x 1 = 7
- What are the factors influencing organizational buying behaviour.
  - Explain in detail the different levels of information search.
7. Attempt any *one* part of the following: 7 x 1 = 7
- What are marketing implications of family's purchasing Decision?
  - What is sub-culture? How does age sub-culture affect the consumer? behaviour ?