

M.B.A. (CBCS Pattern) Semester-IV
**PCB4EA3 - Consumer Buying Behaviour & Integrated Marketing
Communications**

P. Pages : 1

Time : Three Hours



GUG/W/24/10719

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

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| 1. | Explain the concept of consumer personality and brand personality as related to STP. | 14 |
| 2. | What are Attitudes? Explain structural models of Attitudes. | 14 |
| 3. | Discuss buying influences on consumers and organizational buyers. | 14 |
| 4. | What are the influencing factors and buying decision for a car in the family? | 14 |
| 5. | Explain models of post purchase behavior. | 14 |
| 6. | What do you mean by Marketing Research? Explain different methods and research process. | 14 |
| 7. | What is Integrated marketing communication? Explain creativity and innovation in Integrated Marketing Communication. | 14 |
| 8. | Discuss the sources and relevance of secondary data for marketing decision. | 14 |
| 9. | Define advertising. What role should advertising play in consumer in industrial marketing? | 14 |
| 10. | Write notes on any two . | 14 |
| | a) Packaging and labeling in IMC. | |
| | b) Cross cultural issue in IMC. | |
| | c) BTL | |
| | d) Ethics in PR | |
