

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

P. Pages : 1

Time : Three Hours



GUG/S/23/10719

Max. Marks : 70

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

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| 1. | Define consumer Behaviour. Explain its significance in the current market conditions. | 14 |
| 2. | What is personality? State different stages in the development of personality. | 14 |
| 3. | Write a note on influence of external factors on consumer Behaviour. | 14 |
| 4. | Explain method of research and research process. | 14 |
| 5. | What is IMC? Discuss components of IMC with suitable example. | 14 |
| 6. | Discuss role of advertising in branding process. | 14 |
| 7. | Explain Integration of PR with IMC process. | 14 |
| 8. | Explain cross cultural issues in IMC. | 14 |
| 9. | Explain creativity and innovation in IMC. | 14 |
| 10. | Write short notes on any two . | 14 |
| | a) Consumer motivation. | |
| | b) Post purchase behaviour. | |
| | c) Packaging and labeling in IMC. | |
| | d) Marketing metrics. | |
