

M.B.A. S.Y. (CBCS Pattern) Sem-IV
PCB4EA3-SP03 - Consumer Buying Behaviour & Integrated Marketing Communications

P. Pages : 1

Time : Three Hours



GUG/W/22/10719

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 concept of consumer personality and brand personality as related to STP. | 14 |
| 2. | Explain buying influences on consumers and organizational buyers. | 14 |
| 3. | Discuss buying process. Which factors are influencing buying decisions. | 14 |
| 4. | Discuss marketing research and explain methods of research and research process. | 14 |
| 5. | Explain data collection techniques. Discuss sources of secondary data for marketing decisions. | 14 |
| 6. | Define IMC. Explain scope, elements and role of IMC. | 14 |
| 7. | Explain in detail strategy and process of IMC. | 14 |
| 8. | Discuss role of advertising in branding process. | 14 |
| 9. | Explain packaging and labeling in IMC. | 14 |
| 10. | Write notes on any two . | 14 |
| | a) BTL. | |
| | b) Post purchase behaviour. | |
| | c) Marketing metrics. | |
| | d) International communications. | |
