

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

P. Pages : 1

Time : Three Hours



GUG/S/25/10719

Max. Marks : 70

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

- | | | |
|-----|--|----|
| 1. | Define consumer Behavior. Explain its significance in the current market conditions. | 14 |
| 2. | What are the determinates factors for consumer buying for packaged food stuff? | 14 |
| 3. | Explain the basic characteristics of consumer personality. | 14 |
| 4. | What do you mean by marketing research? Explain different methods of research & research process. | 14 |
| 5. | Discuss the sources and relevance of secondary data for marketing decisions. | 14 |
| 6. | How can a brand align its advertising, public relations, and social media efforts under an IMC approach? | 14 |
| 7. | How would you design an IMC campaign for a new product launch? | 14 |
| 8. | How has the rise of digital media impacted the evolution of IMC? | 14 |
| 9. | What innovative trends in IMC are likely to dominate the next decade? | 14 |
| 10. | Write short answers any two . | 14 |
| | a) Consumer Motivation | |
| | b) Post Purchase Behavior | |
| | c) Marketing Metrics | |
| | d) Cross Cultural Issues in IMC | |
