

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

P. Pages : 1

Time : Three Hours



GUG/S/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. | Discuss the concept of consumer personality & brand personality as related to STP. | 14 |
| 2. | How attitudes are learned? Explain the strategies of attitude change. | 14 |
| 3. | Reason's behind consumer motivation in specific reference with 'Loreal Cosmetics'. | 14 |
| 4. | What do you understand by Reference group? Discuss factors influencing buying decisions. | 14 |
| 5. | Discuss the sources and relevance of secondary data for marketing decisions. | 14 |
| 6. | "Adverting sells products". Do you agree with this statement. Give reason's for your answer and explain the function performed by advertising. | 14 |
| 7. | 'The success of the advertisement campaign depends on proper selection of the media'. Discuss. | 14 |
| 8. | Why it is important for marketer's to study culture? Discuss is relevance with proper illustration. | 14 |
| 9. | Explain the role, elements & scope of integrated marketing communication. | 14 |
| 10. | Write a short note on any two . | 14 |
| | a) BTL. | |
| | b) Ethics in PR. | |
| | c) Post purchase behaviour. | |
| | d) Methods of Research. | |
