

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 <b>any two</b> .   | 14 |
|     | a) BTL.  |    |
|     | b) Ethics in PR.   |    |
|     | c) Post purchase behaviour.  |    |
|     | d) Methods of Research.  |    |

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