

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

P. Pages : 1

Time : Three Hours



GUG/W/23/10719

Max. Marks : 70

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

1. Explain the concept of consumer personality & brand personality as related to STP. **14**
2. Explain consumer motivation, perception, learning & attitudes. **14**
3. What do you understand by reference groups? Discuss factors influencing buying decisions. **14**
4. Why marketing research is important? Explain it's methods and process. **14**
5. Explain different types of data collection techniques. **14**
6. Define IMC. Discuss it's scope and role. **14**
7. What do you mean by branding? Explain brand communication process. **14**
8. Explain packaging and labeling in IMC. **14**
9. Explain the term "Corporate communications" & "International communications". **14**
10. Write notes on **any two**. **14**
 - a) Post purchase Behaviour.
 - b) OOH.
 - c) Models of IMC.
 - d) Co-branding.
