

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.

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| 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. | |
