

## HI-TECH Institute of Engineering &amp; Technology, Ghaziabad

ODD SEMESTER 2023-24

DEPARTMENT OF MANAGEMENT STUDIES

Subject: Consumer Behaviour &amp; Marketing Communication

Code: KMBN MK01

Time: 3 Hours

Maximum Marks: 100

Note: Attempt Questions from all Sections as per Instructions

## Section -A

Q1) Attempt all Questions in brief

2 x 10 =20

Q No.	Question	Marks	CO
a.	Consumer behaviour is a multi-disciplinary science. Comment	2	CO1
b.	What is consumer buying process?	2	CO1
c.	Define the term sales promotion.	2	CO3
d.	What is diffusion of innovation?	2	CO1
e.	Explain interactive marketing.	2	CO4
f.	Name the sources of print media.	2	CO4
g.	What do you mean by IMC?	2	CO3
h.	Define advertising agency.	2	CO3
i.	Differentiate between advertising and marketing.	2	CO1
j.	What is advertising ethics?	2	CO4

## Section -B

Q2) Attempt any three questions

3 x 10=30

Q No.	Question	Marks	CO
a.	Explain the different elements of IMC.	10	CO3
b.	Discuss the emerging trends in Indian market with special reference to changing consumer behaviour.	10	CO1
c.	Differentiate between global and national marketing.	10	CO5
d.	How is business advertising different from consumer advertising?	10	CO3
e.	Explain viral marketing and buzz marketing.	10	CO5

## Section -C

Q3) Attempt any one part of the following

1x10=10

Q No.	Question	Marks	CO
a.	Discuss how the study of consumer behaviour helps marketer in strategic and tactical planning?	10	CO1
b.	Explain consumer decision making process.	10	CO1

Q4) Attempt any one part of the following

1x10=10

Q No.	Question	Marks	CO
a.	What are the factors considered while selecting an advertising agency?	10	CO3
b.	Define IMC. Explain its process in detail.	10	CO3

Q5) Attempt any one part of the following

1x10=10

Q No.	Question	Marks	CO
a.	Critically examine the role of digital marketing with its advantages and disadvantages in current scenario.	10	CO4
b.	Explain the various tools of consumer promotion.	10	CO5

**Q6) Attempt any one part of the following****1x10=10**

Q No.	Question	Marks	CO
a.	Explain different type of print media with their merits & demerits.	10	CO3
b.	Discuss different methods for preparing advertising budget.	10	CO4

**Q7) Attempt any one part of the following****1x10=10**

Q No.	Question	Marks	CO
a.	Discuss the role of consumer behaviour in the formulation of market strategy?	10	CO1
b.	Explain consumer buying behaviour model.	10	CO2