

HI-TECH Institute of Engineering & Technology, Ghaziabad

ODD SEMESTER 2023-24

DEPARTMENT OF MANAGEMENT STUDIES

Subject: Consumer Behaviour & 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.	Define consumer behaviour.	2	CO1
b.	What is social mobility?	2	CO2
c.	Define advertising.	2	CO4
d.	Mention the elements of IMC.	2	CO3
e.	Define the term perception.	2	CO2
f.	Why consumer behaviour is called behavioural science?	2	CO1
g.	What is diversity in consumer behaviour?	2	CO1
h.	Define advertising agency.	2	CO3
i.	What is mobile marketing?	2	CO5
j.	What is advertising ethics?	2	CO5

Section -B

Q2) Attempt any three questions

3 x 10=30

Q No.	Question	Marks	CO
a.	What is consumer behaviour? Why it is important for a marketing manager to study consumer behaviour?	10	CO1
b.	Explain external factor affecting consumer behaviour.	10	CO2
c.	Differentiate between global and national marketing.	10	CO5
d.	Explain the concept of advertising in detail.	10	CO3
e.	What do you understand by the term 'Customer Involvement.' Explain with the help of an example.	10	CO1

Section -C

Q3) Attempt any one part of the following

1x10=10

Q No.	Question	Marks	CO
a.	Distinguish between customer & consumer with suitable examples.	10	CO1
b.	How is business advertising differ from customer advertising?	10	CO4

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	CO4
b.	How are consumer learning theories used by marketers to change the perception of consumers?	10	CO2

Q5) Attempt any one part of the following

1x10=10

Q No.	Question	Marks	CO
a.	Explain the consumer buying behaviour model.	10	CO1
b.	Critically examine the role of digital marketing with its advantages	10	CO3

	and disadvantages in current scenario.		
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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.	What do you understand by pre and post-purchase behaviour of the consumer decision-making process? How situation influence the behaviour?	10	CO1