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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - THEORY EXAMINATION (2021 - 2022)

Subject: Consumer Behavior and Advertising Management

Time: 03:00 Hours

Max. Marks: 100

**General Instructions:**

1. All questions are compulsory. It comprises of three Sections A, B and C.
  - Section A - Question No- 1 is objective type question carrying 1 mark each & Question No- 2 is very short type questions carrying 2 marks each.
  - Section B - Question No- 3 is Long answer type - I questions carrying 6 marks each.
  - Section C - Question No- 4 to 8 are Long answer type - II questions carrying 10 marks each.
  - No sheet should be left blank. Any written material after a Blank sheet will not be evaluated/checked.

**SECTION A**

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1. Attempt all parts:-

- 1-a. \_\_\_\_\_ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. (CO1) 1
- (a) Organizational Behaviour
  - (b) Consumer Behaviour
  - (c) Business Behaviour
  - (d) Behavioural Segmentation
- 1-b. Any individual who purchases goods and services from the market for his/her end-use is called a \_\_\_\_\_. (CO1) 1
- (a) Customer
  - (b) Purchaser
  - (c) Consumer
  - (d) None
- 1-c. \_\_\_\_\_ is(are) a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment. (CO2) 1
- (a) Psychographics
  - (b) Personality
  - (c) Demographics
  - (d) Lifestyle
- 1-d. If a consumer describes a car as being the "most economical car on the market," then this descriptor is an \_\_\_\_\_. (CO2) 1
- (a) Rule
  - (b) Attitude
  - (c) Belief
  - (d) Cue
- 1-e. The motive to which an ad is directed, designed to stir a person toward goal the advertiser has set is known as \_\_\_\_\_. (CO3) 1
- (a) appeal
  - (b) need
  - (c) demand.

- (d) desire
- 1-f. Copywriting is the act of writing copy for the purpose of selling or marketing a \_\_\_\_\_, business, or idea. (CO3) 1
- (a) price  
(b) product  
(c) material  
(d) concept
- 1 The first printed advertisements were single sheets, printed on one side, that nowadays would be called \_\_\_\_\_. (CO4) 1
- (a) Barrages.  
(b) Fliers  
(c) Flights  
(d) Brochures
- 1 \_\_\_\_\_ is a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli. (CO4) 1
- (a) Personality  
(b) attitude  
(c) behavior  
(d) Lifestyle
- 1 Lower costs, greater global advertising coordination consistent worldwide image are the \_\_\_\_\_ of international marketing decision. (CO5) 1
- (a) Standardization benefits  
(b) Standardization drawbacks  
(c) Advertising drawbacks  
(d) none
- 1 The impact of exposures on audience awareness relies on \_\_\_\_\_. (CO5) 1
- (a) Reach  
(b) Frequency  
(c) cost  
(d) none

2. Attempt all parts:-

- 2-a. Describe the nature of consumer behaviour. (CO1) 2
- 2-b. Discuss the applications of Consumer Behavior Knowledge in Marketing. (CO2) 2
- 2 Explain Internal attribution. (CO3) 2
- 2-d. Explain the concept of "JND". (CO4) 2
- 2-e. Describe what is marketing communication. (CO5) 2

#### SECTION B

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3. Answer any five of the following:-

- 3-a. "Digitalization is the result of change in consumer behavior." Justify the statement. (CO1) 6
- 3-b. Describe all internal and external factors affecting consumer behavior. (CO1) 6
- 3-c. Define consumer learning and discuss behavioral learning theories. (CO2) 6
- 3-d. Describe various strategies to change the attitude of customers. (CO2) 6
- 3-e. Explain the causes of post purchase dissonance. (CO3) 6
- 3-f. State different kinds of trade promotion. (CO4) 6
- 3-g. "Ad Budget shows the plan of allocation of available funds to various advertising activities." Explain the statement. (CO5) 6

4. Answer any one of the following:-

- 4-a. Design a consumer promotion strategy for a multiplex. (CO1) 10  
4-b. Relate biological factors with consumer behavior. (CO1) 10

5. Answer any one of the following:-

- 5-a. State the effects of Covid -19 on consumer behavior. Support it with examples. (CO2) 10  
5-b. "Innovation is the basic demand of consumer" justify the statement with appropriate examples. (CO2) 10

6. Answer any one of the following:-

- 6-a. Define brand loyalty. Explain the stages in loyalty formation and various types of brand loyalty. (CO3) 10  
6-b. Discuss in detail the trade promotion strategies of Amul or Motherdairy. (CO3) 10

7. Answer any one of the following:-

- 7-a. Explain the impact of economic environment on consumer behaviour. (CO4) 10  
7-b. Analyze the environmental concerns arising out of marketing. (CO4) 10

8. Answer any one of the following:-

- 8-a. Discuss the changing face of consumer behavior under the scenario of globalization. (CO5) 10  
8-b. Explain sales promotion strategy of "make my trip" or "Goibibo". (CO5) 10