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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

20

1. Attempt all parts:-

- | | | |
|------|---|---|
| 1-a. | Information search can be explained in terms of _____ (CO1) | 1 |
| | <ol style="list-style-type: none"> 1. Degree 2. Direction 3. sequence 4. All of above | |
| 1-b. | _____ is the single factor that best indicates social class. (CO1) | 1 |
| | <ol style="list-style-type: none"> 1. Time 2. Money 3. Occupation 4. Fashion | |
| 1-c. | A _____ is a person's pattern of living as expressed in his or her activities, interests, and opinions. (CO2) | 1 |
| | <ol style="list-style-type: none"> 1. Role 2. Status 3. Position 4. Lifestyle | |
| 1-d. | All of the following are among the primary differences between a business market and a consumer market except _____ (CO2) | 1 |
| | <ol style="list-style-type: none"> 1. Purchase decisions to satisfy needs. 2. Market structure and demand 3. The nature of the buying unit 4. The types of decisions and the decision process involved. | |
| 1-e. | Dividing the market based on age, income, educational qualification is known as _____. (CO3) | 1 |
| | <ol style="list-style-type: none"> 1. profile 2. census 3. target audience | |

4. demography
- 1-f. Advertisers use a test audience called a consumer jury of potential buyer to test the advertised product known as jurors. (CO3) 1
1. TRUE
 2. FALSE
- 1-g. The first printed advertisements were single sheets, printed on one side, that nowadays would be called_____. (CO4) 1
1. Barrages.
 2. Fliers
 3. Flights
 4. Brochures
- 1-h. A(n) _____ is a descriptive thought that a person holds about something. (CO4) 1
1. Attitude
 2. Belief
 3. Perception
 4. feeling
- 1-i. The impact of exposures on audience awareness relies on _____. (CO5) 1
1. Reach
 2. Frequency
 3. cost
 4. none
- 1-j. Company sponsored programs and activities planned to create special brand related interactions is _____. (CO5) 1
1. sales promotion
 2. events
 3. publicity
 4. none

2. Attempt all parts:-

- 2-a. What are the Product Motives? (CO1) 2
- 2-b. Explain characteristics of goods. (CO2) 2
- 2-c. Explain what is Post Purchase Dissonance. (CO3) 2
- 2-d. Define Consumer learning. (CO4) 2
- 2-e. Explain Public Relations and Publicity. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Describe all internal and external factors affecting consumer behavior. (CO1) 6
- 3-b. Define culture. Describe its impact on consumer behavior. (CO1) 6
- 3-c. Explain the concept of perceptual selection. (CO2) 6
- 3-d. Describe the consumer buying process with suitable examples. (CO2) 6
- 3-e. "Promotion strategy is totally based upon the budget of a firm". Explain. (CO3) 6
- 3-f. Describe various types of Advertising. (CO4) 6
- 3-g. Describe social media marketing and how it is changing consumer behavior? (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. Discuss in detail the concept of consumer promotion. (CO1) 10

- 4-b. Compare and contrast marketing strategies of Flipkart and Amazon. (CO1) 10
5. Answer any one of the following:-
- 5-a. Explain how learning changes consumer behavior. (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. Define motivation and explain any three theories of motivation. (CO3) 10
7. Answer any one of the following:-
- 7-a. Analyze the environmental concerns arising out of marketing. (CO4) 10
- 7-b. Case study : Read the case and answer the questions that follow: (CO4) 10
- In the U.S. cereals are taken at breakfast time. Cereal manufacturing is an industry of great magnitude. Cereals are manufactured in various shapes, flavours and colours and the advertisement is directed at children. The leading manufacturers are Kellogg's, General Mills, General Foods, Quaker Oats, and Champion. Kellogg's share was constantly being eaten away by other manufacturers who were introducing new cereals. Kellogg's therefore thought of introducing a new cereal, which they had not done for a long time. The cereals were not only consumed by children, but a substantial portion formed the adult market as well.
- Kellogg's developed a new plan to come out with a cereal which would be tasty, nutritious, free of sugar and made of grain. The cereal consisting of the above attributes was named Nutrigrain". These were available in four types. Nutrigrain Corn, Wheat, Barley and Rye. These were introduced together, and no test marketing was done to avoid competition.
- These Products were advertised heavily and targeted at adults. To promote the product further, discount coupons were freely distributed, which gave a cut of about 30 per cent in the retail price of the product. Coupons were also inserted in the Nutrigrain boxes' so that customer would return to take advantage of these coupons, and make repeat purchases. A lot of information and advantages of consuming Nutrigrain was boldly printed on the packages for the information of the consumers. Proper display in the shelves of stores was also taken care of.
- Their efforts brought results, and the stores were loaded with orders and most adults started eating these cereals, because of promotion, curiosity, etc. After one year, the sales declined because there were very few repeat purchases. This started the extensive thinking as to where they had gone wrong. Consequently, they withdraw two of their brands—Barley and Rye. These were replaced by raisin and wheat varieties.
- They also found out later, that there was a shortage of time for the adults, which prevented them from having cereals. If they could get out of bed 10 minutes early and devote these ten minutes to breakfast , they would probably enjoy the cereals. They also found out that though people were clamouring for sugarless cereals, yet they loved to satisfy their palates with sugar coated cereals.
- Question
1. Should Kellogg's have done test marketing and gradual product introduction?
 2. How can you comment on the habits of the consumers and their preferences?
 3. Suggest methods of increasing the market share of the adult market?
8. Answer any one of the following:-
- 8-a. Discuss what is consumer behavior. How did the field of consumer behavior evolve? (CO5) 10
- 8-b. Discuss the role of Integrated marketing communication in Relationship marketing. (CO5) 10