Printed Pag	ge:- Subject Code:- AMBAMK0313						
	Roll. No:						
	NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA						
	(An Autonomous Institute Affiliated to AKTU, Lucknow)						
	MBA						
	SEM: III - CARRY OVER THEORY EXAMINATION - SEPTEMBER 2022						
	Subject: Consumer Behavior and Advertising Management						
Time: 03	3:00 Hours Max. Marks: 100						
General In	structions:						
1. The que	stion paper comprises three sections, A, B, and C. You are expected to answer them as directed.						
2. Section	A - Question No- 1 is 1 marker & Question No- 2 carries 2 mark each.						
3. Section	B - Question No-3 is based on external choice carrying 6 marks each.						
4. Section	C - Questions No. 4-8 are within unit choice questions carrying 10 marks each.						
5. No shee	t 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.	The customer or consumer iswhen actual performance exceeds the expected 1						
	performance of the product. (CO1)						
	(a) Happy						
	(b) Satisfied						
	(c) Delighted						
	(d) Dissatisfied						
1-b.	refers to the buying behavior of final consumers. (CO1)						
	(a) Consumer buying behavior						
	(b) Target market buying						
	(c) Market segment buying						
	(d) Business buying behavior						
1-c.	The is a person within a reference group who because of special 1						
	skills, knowledge, personality or other characteristics exerts influence on others. (CO2)						
	(a) facilitator						
	(b) referent actor						
	(c) opinion leader						

	(d) social role player	
1-d.	A is a need that is sufficiently pressing to direct the person to seek	1
	satisfaction of the need. (CO2)	
	(a) Motive	
	(b) want	
	(c) demand	
	(d) requirement	
1-e.	The motive to which an ad is directed, designed to stir a person toward goal the advertiser	1
	has set is known as (CO3)	
	(a) appeal	
	(b) need	
	(c) demand.	
	(d) desire	
1-f.	Dividing the market based on age, income, educational qualification is known as	1
	(CO3)	
	(a) profile	
	(b) census	
	(c) target audience	
	(d) demography	
1-g.	brings the product to the attention of potential customers. (CO4)	1
	(a) Marketing	
	(b) Advertising.	
	(c) Publicity	
	(d) Price	
1-h.	Brands that meet consumers initial buying criteria are called the (CO4)	1
	(a) Consideration	
	(b) Choice	
	(c) Total set	
	(d) awareness	
1-i.	A key driver of sales frequency is the rate. (CO5)	1
	(a) utility	
	(b) disposal	

	(d) none		
1-j.	To introduce the new products to world of consumers is the main goal of	(CO5)	1
	(a) Online marketing		
	(b) Advertising.		
	(c) Entertainment		
	(d) none		
2. Attemp	t all parts:-		
2-a.	Define Consumer Behavior. (CO1)		2
2-b.	Describe economic view of consumer behavior. (CO2)		2
2-c.	List down any ten shopping websites name. (CO3)		2
2-d.	Define Consumer learning. (CO4)		2
2-e.	Define Sales Promotion. (CO5)		2
	SECTION B	30	
3. Answer	any <u>five</u> of the following:-		
3-a.	Describe in detail the process of consumer buying with proper examples. (CO1)		6
3-b.	Describe STP approach with proper example. (CO1)		6
3-c.	Analyze the impact of culture on consumer buying behavior. (CO2)		6
3-d.	Define consumer learning and discuss behavioral learning theories. (CO2)		6
3-е.	Describe various functional areas of Marketing Communication. (CO3)		6
3-f.	State different kinds of consumer promotion. (CO4)		6
3-g.	Differentiate between local and global advertising. (CO5)		6
	SECTION C	50	
4. Answer	any one of the following:-		
4	Describe media strategy and media plan. (CO1)		10
4	Compare and contrast marketing strategies of Flipkart and Amazon. (CO1)		10
5. Answer	any one of the following:-		
5	State various factors affecting perception. (CO2)		10
5	Explain how learning changes consumer behavior. (CO2)		10
6. Answer	any one of the following:-		

(c) awareness

6	State qualities of an opinion leader. (CO3)	10		
6	Elaborate the role of personal factors influencing consumer behavior. (CO3)	10		
7. Answer	any one of the following:-			
7	Compare and contrast social, cultural and family influences on consumer behavior. (CO4)	10		
7	Explain the role of family influences in purchase decision. (CO4)	10		
8. Answer any one of the following:-				
8-a.	Define customer loyalty. Explain the significance of customer loyalty relating to different marketing dimensions. (CO5)	10		
8-b.	Describe the social marketing concept and discuss its importance. (CO5)	10		