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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

M.B.A.

SEM: III - THEORY EXAMINATION (2022 - 2023)

Subject: Consumer Behavior and Advertising Management

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. 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. Consumers often choose and use brands that have a brand personality consistent with how they see themselves, also known as the \_\_\_\_\_ (CO1) 1
- (a) Actual self-concept
  - (b) ideal self-concept
  - (c) prohibitive self-concept
  - (d) others' self-concept
- 1-b. Two of the most important psychological factors that impact consumer decision-making process are product \_\_\_\_\_ and product involvement. (CO1) 1
- (a) Marketing
  - (b) Strategy
  - (c) Knowledge
  - (d) Price
- 1-c. With respect to adopter categories, the \_\_\_\_\_ are guided by respect, are the opinion leaders in their communities, and adopt new ideas early but carefully.(CO2) 1

- (a) seekers
- (b) innovators
- (c) early adopters
- (d) early majority

1-d. As a form of a reference group, the \_\_\_\_\_ are ones to which the individual wishes to belong. (CO2) 1

- (a) secondary groups
- (b) facilitative groups
- (c) primary groups
- (d) aspiration groups

1-e. \_\_\_\_\_ is any paid form of non-personal presentation and promotion of ideas or products by an identified sponsor. (CO3) 1

- (a) Marketing
- (b) Promotions
- (c) Advertising
- (d) Publicity

1-f. In which type of marketing Interactive Voice Recording (IVR) is used? (CO3) 1

- (a) Direct Mail
- (b) Internet Marketing
- (c) Direct Marketing
- (d) One to one marketing

1-g. Expand AIC. (CO4) 1

- (a) Advertising Information Curve
- (b) Advertising Intensiveness Curve
- (c) Advance Information Curve
- (d) Advertising Investment Curve

1-h. \_\_\_\_\_ started the first ad agency as a space broker in 1841. (CO4) 1

- (a) Recliff
- (b) Volney B. Palmer
- (c) Beamer
- (d) George

1-i. ASCI stands for \_\_\_\_\_. (CO5) 1

(a) Advertising

Standard

Complementary

Issues

(b) Act of Standard Commission Issues

(c) Advertising Standard Council of India

(d) Act of Security Consumer Issued

1-j. Women being portrayed at home, , cleaning, doing household work is an example of \_\_\_\_\_ advertising. (CO5) 1

(a) Gender stereotype

(b) eating disorder

(c) ideal body image

(d) misbranding

2. Attempt all parts:-

2.a. Describe purchase dissonance. (CO1) 2

2.b. Describe consumer learning. (CO2) 2

2.c. Describe Informational appeal of advertising. (CO3) 2

2.d. Define advertising effectiveness. (CO4) 2

2.e. Write down any two factors affecting budget setting. (CO5) 2

SECTION B 30

3. Answer any five of the following:-

3-a. Explain the attribution theory with suitable examples. (CO1) 6

3-b. Describe the concept of diffusion of innovation. (CO1) 6

3-c. Discuss the Impact of personality on attitude formation. (CO2) 6

3-d. Discuss the dimensions of culture. (CO2) 6

3.e. Describe media buying agency and its types. (CO3) 6

3.f. Recommend tools for measuring effectiveness of advertisements. (CO4) 6

3.g. "Ethics has an important place in advertising." Comment. (CO5) 6

SECTION C 50

4. Answer any one of the following:-

4-a. "Marketers don't create needs, need pre-exists marketers" Discuss. (CO1) 10

- 4-b. Differentiate between rational and emotional product motives. (CO1) 10
5. Answer any one of the following:-
- 5-a. Explain the Learning theories in detail. (CO2) 10
- 5-b. Explain cross cultural environment and how does it influence consumer behaviour. (CO2) 10
6. Answer any one of the following:-
- 6-a. Describe media planning with suitable examples. (CO3) 10
- 6-b. Discuss the term Advertising Appeal. Describe different types of advertising appeal. (CO3) 10
7. Answer any one of the following:-
- 7-a. Discuss the role of advertising agency to promote a fast moving consumer goods. (CO4) 10
- 7-b. Describe the role of ad agency in business. Give example. (CO4) 10
8. Answer any one of the following:-
- 8-a. A common criticism of advertising is that it stereotypes women. Discuss the ways this might occur. (CO5) 10
- 8-b. Do you think celebrity advertisement misleading public? Comment. (CO5) 10