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Subject Code:- AMBAMK0313

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: III - CARRY OVER THEORY EXAMINATION - APRIL 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. \_\_\_\_\_ refers to the buying behavior of final consumers. (CO1) 1
- (a) Consumer buying behavior
- (b) Target market buying
- (c) Market segment buying
- (d) Business buying behavior
- 1-b. First stage in the basic model of Consumer Decision Making is \_\_\_\_ (CO1) 1
- (a) Purchase
- (b) Info Search
- (c) Need
- (d) Evaluation
- 1-c. Different social classes tend to have different attitudinal configurations and \_\_\_\_ that influence the behaviour of individual members. (CO2) 1
- (a) Personalities
- (b) Values

- (c) Finances
- (d) Decision Maker
- 1-d. \_\_\_\_\_ is the single factor that best indicates social class. (CO2) 1
- (a) Time
- (b) Money
- (c) Occupation
- (d) Fashion
- 1-e. In \_\_\_ advertising, products that are forbidden from being advertised are promoted through another product of the same brand, using the brand image. (CO3) 1
- (a) Stealth
- (b) Surrogate
- (c) Ethical
- (d) None of these
- 1-f. The following are examples of mass media used in rural areas.(CO3) 1
- (a) TV
- (b) Radio
- (c) Village Meals
- (d) All of the above
- 1-g. Reach refers to the percentage of\_\_\_\_\_,(CO4) 1
- (a) Customers in a targeted market
- (b) The population that advertisers consider
- (c) Customers in the targeted market who are exposed to an advertising campaign
- (d) Customers contacted (in person) in an advertising campaign
- 1-h. Advertising copy refers to the \_\_\_\_\_ element in the ad. (CO4) 1
- (a) Promotional
- (b) Textual
- (c) Productive
- (d) None of these
- 1-i. The unit sale method of advertising budgeting is \_\_\_\_\_.(CO5) 1
- (a) Involves the allocation of all available funds for advertising purposes
- (b) Focuses on external market trends

- (c) Takes the cost of advertising as an individual item and multiplies it by the number of units the advertiser wished to sell
- (d) None of these

- 1-j. The Ad Council is \_\_\_\_\_. (CO5) 1
- (a) the organization sponsored by the advertising industry to create ads for commendable causes.
- (b) a new U.S. government organization formed to regulate advertising on the Internet
- (c) the name for the daily meetings held by small groups of top executives at most large advertising agencies.
- (d) a self-policing organization funded by the advertising industry to punish unethical advertisers.

**2. Attempt all parts:-**

- 2.a. Describe passive view of consumer. (CO1) 2
- 2.b. Describe the term attitude change. (CO2) 2
- 2.c. Describe full service agency. (CO3) 2
- 2.d. Write down any two types of ad objectives. (CO4) 2
- 2.e. Describe racial sensitivity in advertising. (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. Write down a note on disposition. (CO1) 6
- 3-c. Write down the basic elements of learning. (CO2) 6
- 3-d. Write down the application of classical conditioning theory. (CO2) 6
- 3.e. Describe the term showmanship with example. (CO3) 6
- 3.f. Write various methods of copy testing. (CO4) 6
- 3.g. Write a note on spending patterns. (CO5) 6

**SECTION C**

**50**

**4. Answer any one of the following:-**

- 4-a. Describe various applications of consumer behavior. (CO1) 10
- 4-b. Discuss in detail the types of consumer behavior. (CO1) 10

**5. Answer any one of the following:-**

- 5-a. Compare reference groups and membership groups. (CO2) 10

5-b. Write down the 4 steps to improve customers' perception of your brand. (CO2) 10

**6. Answer any one of the following:-**

6-a. Discuss Framework of Advertising in detail. (CO3) 10

6-b. Discuss the problems of media planning. (CO3) 10

**7. Answer any one of the following:-**

7-a. Describe advertising communication model. (CO4) 10

7-b. Describe media strategy and media plan with the help of a suitable example. (CO4) 10

**8. Answer any one of the following:-**

8-a. Explain ethical issues in marketing practices with example. (CO5) 10

8-b. Select a method of setting ad budget for an old company with an old product. (CO5) 10