

M.B.A.(with Credits)-Regular-Semester 2012 Sem IV
**MBA241A : Group A - Consumer Buying Behaviour & Integrated Marketing
Communications Paper - SP - 03**

P. Pages : 1

Time : Three Hours



GUG/W/16/5197

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All question carry equal marks.

1. Reason's behind consumer motivation in specific reference with 'Loreal Cosmetics'. **14**
2. What are Attitudes? Explain structural models of Attitudes. **14**
3. What are primary data? Briefly analyze few methods of collecting primary data? **14**
4. Explain the general nature of market research procedure. **14**
5. Define Integrated marketing Communication? What are the role of Integrated marketing communication in media. **14**
6. Define advertising. What role should advertising play in consumer is industrial marketing? **14**
7. "Adverting sells products". Do you agree with this statement. Give reason's for your answer and explain the function performed by advertising. **14**
8. A company wishes to launch a New tooth paste, which could prevent tooth cavities and tooth decay. But the tooth paste market is highly crowded with multiple brands. As marketing executive prepare a market research strategy so that the company's new brand. Could be established in the market. **14**
9. Discuss the cross cultural issues in integrated marketing communication. **14**
10. Write short notes **any two**. **14**
 - a) Post purchase behaviour.
 - b) Methods of Research.
 - c) New media.
 - d) PR & Ethics.
