

Roll No. :



Galgotias College of Engineering and Technology, Greater Noida

Pre University Test (PUT) : Odd Semester 2024 - 25

Course/Branch : MBA Semester : III
Subject Name : CB&MC Max. Marks : 100
Subject Code : KMBNMMK01 Time : 180 min

- CO-1 : To understand consumer behavior and explain the consumer decision making process.
CO-2 : To define external and internal influences on buying behavior.
CO-3 : To provide an understanding of integrated marketing communications (IMC) and its influences on other marketing functions and other promotional activities.
CO-4 : Help to understand what advertising is and its role in advertising and brand promotion.
CO-5 : Understand the importance of message design and the creativity involved in message designing.

Section – A # 20 Marks (Short Answer Type Questions)

Attempt ALL the questions. Each Question is of 2 marks (10 x 2 = 20 marks)

Q. No.	CO	Question Description #	Attempt ALL the questions. Each Question is of 2 marks
1	a	Define marketing mix ? (K1)	
	b	CO1 What is need recognition ? (K1)	
	c	CO2 Define consumer perception ? (K1)	
	d	CO2 What is Consumer Learning & Knowledge ? (K1)	
	e	CO3 Define target audience. (K1)	
	f	CO3 What is advertising ? (K1)	
	g	CO4 What are media types ? (K1)	
	h	CO4 What do you understand by media selection & media strategy ? (K1)	
	i	CO5 Define buzz marketing ? (K1)	
	j	CO5 What is mobile marketing ? (K1)	

Section – B # 30 Marks (Long / Medium Answer Type Questions)

Attempt ALL the questions. Each Question is of 6 marks (5 x 6 = 30 marks)

- Q.2 (CO-1) : Explain Consumer Decision Making Process. (K5)
OR
Discuss various Interrupts in buying process & their effects (K6)
- Q.3 (CO-2) Explain the cultural, social and psychological factors influence the formation and change of consumer attitudes toward a new product in the market. (K5)
OR
Analyse culture influence an individual's social mobility, and what role do societal norms and values play in shaping opportunities for upward mobility. (K4)
- Q.4 (CO-3) : Discuss the key strategies for developing effective communication skills in a diverse workplace, and how can they enhance collaboration and productivity (K6)
- OR
- Discuss the various organizations design communication objectives that align with their overall goals, and what are the key factors to consider in ensuring these objectives effectively reach and engage the target audience (K6)
- Q.5 (CO-4) Explain the most effective methods for measuring advertising effectiveness, and how can these metrics be used to optimize future advertising campaigns (K5)
OR
Discuss the steps involved in media planning (K6)

Q.6 (CO-5) : Analyse the key advantages and disadvantages of interactive marketing, and how can businesses leverage this approach to enhance customer engagement while managing potential challenge. (K4)

OR

Discuss the best practices for placing ads and promotions online, and how can businesses ensure they effectively reach their target audience while maximizing return on investment. (K6)

Section – C # 50 Marks (Medium / Long Answer Type Questions)

Attempt ALL the questions. Each Question is of 10 marks.

Q.7 (CO-1) : Attempt any ONE question. Each question is of 10 marks

- a. Analyse the consumer behavior influence the development of the marketing mix, and what strategies can businesses use to align their product, price, place, and promotion with consumer preferences and needs. (K4)
b. Discuss the post-consumption evaluation influence consumer behavior, and what role does divestment play in the decision to repurchase or discontinue use of a product or service. (K6)

Q.8 (CO-2) : Attempt any ONE question. Each question is of 10 marks

- a. Discuss the personal, social, and environmental factors contribute to the formation and change of consumer attitudes toward a brand or product. (K6)
b. Explain how the consumer learning impact knowledge acquisition, and how can marketers utilize this understanding to influence consumer decision-making and brand loyalty. (K5)

Q.9 (CO-3) : Attempt any ONE question. Each question is of 10 marks

- a. Explain the role of marketing communication in shaping consumer perceptions and driving brand awareness, and how can businesses effectively integrate various communication channels to reach their target audience. (K5)
b. Explain the meaning, nature, and scope of advertising. How does advertising contribute to both businesses and consumers in the modern market. (K5)

Q.10 (CO-4) : Attempt any ONE question. Each question is of 10 marks

- a. Discuss the various types of media used in advertising. Highlight the characteristics, advantages, and disadvantages of each type. (K6)
b. Explain how can the effectiveness of an advertising campaign be measured, and what are the key metrics used to evaluate its impact on consumer behavior and brand performance. (K5)

Q.11 (CO-5) : Attempt any ONE question. Each question is of 10 marks

- a. Explain the most effective strategies for placing ads and promotions online, and how can businesses optimize targeting and engagement to maximize ROI. (K5)
Discuss the key advantages and disadvantages of mobile marketing, and how can businesses leverage its benefits while mitigating potential challenges. (K6)