

SVKM's NMIMS University
School of Distance Learning

Integrated Marketing Communication & Consumer Behaviour

Date: 22.12.2007

Marks: 100

Time: 11.00 to 2.00

Section I

Consumer Behaviour

(40 Marks)

1. Objective Questions

(10)

- 1) Lifestyle of a consumer is expressed by his _____, interest and opinions.
(awareness/ activities / attitudes)
- 2) _____ is the person who first recognizes need to buy a product or a brand.
(influencer/ initiator / decider)
- 3) _____ is a big market for unbranded goods .
(lower middle class/ middle class / lower class)
- 4) For cars, _____ is a good segmentation basis.
(Only Income/ Only social class / Income + social class)
- 5) Decision making perspective believes that consumers make decisions on _____ basis.
(emotional / external pressure/ rational)
- 6) Reference groups exert _____ influence and comparative influence.
(normative/ basic / ideological)
- 7) A product which is a necessity and cannot be seen by others should be advertised on _____.
(rational benefits/ status / emotional benefits)
- 8) _____ decision making refers to that where there is no consensus between families on whether it is husband dominated or wife dominated.
(autonomous/ automatic/ joint)
- 9) For _____, communication strategy using group leader opinion works.
(middle class / lower class / upper class)

- 10) Upper middle class are _____ in consumption.
(austere, conspicuous, showy)

2. Answer ANY THREE questions (30)

- 1) Describe the five buying roles that people take in a buying decision? Illustrate a purchase decision process for any two products of your choice.
- 2) What is the effect of culture on consumer behaviour? Explain its marketing implications? Use suitable examples where culture has had a major impact on the marketing of an international product in India.
- 3) Explain the concept of reference group and reasons for accepting reference group influence.
- 4) Explain the Adoption category theory with examples of (a) Apple Ipad and (b) The internet in smaller towns.
- 5) Explain the four types of motive arousals with relevant examples
- 6) Discuss with examples, the marketing implications of Opinion Leadership

Section II

Integrated Marketing Communications (60 marks)

3. Write Short notes (ANY THREE) (30)

- a. Creative and Media Dept. in Agencies
- b. 7 M's of campaign planning
- c. Brand Positioning process
- d. Forms of Direct marketing
- e. Importance of Corporate image
- f. Media Planning – Key elements

4. Select the most appropriate answer (10)

- (i) Good packaging means
 - a. Attractive design graphics
 - b. Standing out in the retail outlets
 - c. Use-friendly
 - d. Blends well with the brand name

- (ii) Brands can be built more consistently-----.
- a. Through price discounts
 - b. Well-designed event sponsorships
 - c. Word-of-mouth recommendations
 - d. None of these
- (iii) Public relations must be used -----.
- a. To keep the bad news out
 - b. To raise funds from the market
 - c. As an ongoing "goodwill" programme
 - d. To match the competitor's PR initiative
- (iv) Advertising is the answer-----.
- a. To overcome bad product performance
 - b. When the distribution is patchy
 - c. When the product is overpriced
 - d. None of these
- (v) The most important function in an advertising agency is -----.
- a. Creative
 - b. Media
 - c. Client servicing
 - d. Account planning
- (vi) Client is one -----.
- a. Who an agency entertains often
 - b. One who places his business with the agency
 - c. Who entrusts agency with brand building
 - d. Who treats you as just another supplier
- (vii) Brands are ----- .
- a. Total" offering by the marketer
 - b. More than satisfying consumer experience
 - c. Perceptions in the mind
 - d. Whose rise / demise is determined by the consumers
- (viii) A brand name should be -----.
- a. Short
 - b. Easy to pronounce
 - c. Get top-of-mind recall in the product category
 - d. Be registrable

- (ix) Media planning has to cope with -----.
- Too many media competing for attention
 - Viewing patterns on television being too fragmented
 - Commercial breaks being zapped
 - Maximizing share of voice opportunities
- (x) Direct mail is -----.
- Another name for junk mail
 - Can become a personalized medium
 - Selective medium with a minimum of waste
 - Secretive medium

5. Answer ANY TWO of the following

(20)

- Draw media objectives with respect to:
 - Microwave oven
 - Raincoat
 - Packaged Idlis
 - Ipod decides to launch in India with two ranges. First one is the regular range of ipod products. Second range is an Ipod -Eagles limited edition, which would sell at a very high premium as compared to the regular range. Illustrate an Integrated Marketing communication plan for each of the ipod range.
 - Take a product (for instance television) of your choice. List down two competing brands for this product. Comment about their distinct positioning and substantiate it by referring to their marketing communication through various modes. State with reasons whether a brand succeed without proper positioning?
 - Levis jeans is wanting to do a special roadshow event across colleges in only Ahmedabad. Their objective is to deliver high impact branding to a concentrated location - Ahmedabad and nowhere else. With limited budgets, and to ensure less wastage and spillover of communication to other markets, What combination of media would you use to publicize the roadshow in Ahmedabad?
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