

S.D.E.
M.B.A. Sem-II (2013 Course) : SUMMER - 2019
SUBJECT : BRAND MANAGEMENT & CONSUMER BEHAVIOUR

Day : Tuesday
Date : 07/05/2019

Time : 02.00 PM TO 05.00 PM
Max. Marks : 70

S-2019-5022

N.B.:

- 1) Attempt **ANY THREE** questions from Section – I and attempt **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in the **SAME** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Draw a neat block diagram of consumer decision making process and elaborate in details. [14]
- Q.2** Explain following terms: [14]
- | | |
|-------------------|---------------------------------|
| a) Brand identity | c) Brand personality |
| b) Brand essence | d) Brand customer relationships |
- Q.3** How does Organizational Buying Behaviour differ from Consumer Buying Behaviour? Give examples. [14]
- Q.4** “Role of consultants in Marketing is very important for industrial decision making process”. Comment. [14]
- Q.5** Write short notes on **ANY TWO** of the following: [14]
- a) Factors influencing industrial product pricing
 - b) Cross-cultural issues of consumer behaviour
 - c) Personality and self concept

SECTION – II

- Q.6** Industrial Filters are very crucial component for all chemical industries. How would you prepare plan for vendor selection as a materials manager of this company? [14]
- Q.7** Prepare a brand positioning plan for unique and fashionable umbrella. [14]
- Q.8** How would consumers take the decision of buying a particular brand of washing machine? [14]

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