

Subject : Brand Management & Consumer Behavior

Day : Tuesday

Date : 13/12/2016

S.D.E.



Time : 02.00 PM TO 05.00 PM

Max Marks : 70 Total Pages : 1

N.B.:

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

- Q.1** Explain brand building process with an appropriate diagram. (14)
- Q.2** What is the role of consumer behavior in marketing strategy? Elaborate with examples. (14)
- Q.3** Discuss post purchase behavior and cognitive dissonance. (14)
- Q.4** “Consumer buying behavior and Organizational buying behavior are different nature”. Comment. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Participation in Exhibitions for Industrial Marketing
 - b) Brand Personality
 - c) Cross Cultural issues in Consumer Behavior
 - d) Vendor Selection Process

SECTION-II

- Q.6** Fair and Lovely and Fair and Handsome are face fairness creams for female and males, respectively. Discuss brand positioning for these products. (14)
- Q.7** You want to buy a 52” LED TV costing Rs. 1.1 Lakhs for your household. What will be consumer decision process at your home? (14)
- Q.8** Yippee Noodles wants to expand their market in rural area. What should be the steps planned to do this effectively. (14)

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