

MBA Exec Semester-4 Examination

MBA_E_M-405/MD-409

CB

April-2024

[Max. Marks : 70]

Time : 2-30 Hours]

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- Q.1 Discuss the differences between the absolute threshold and differential threshold. Which one is more important to marketers? Explain your answer. (14)
- Q.2 How celebrity and other reference group are used in commercial to appeal consumers? (14)
- Or
- Q.2 Some marketers consider benefit segmentation as the segmentation approach most consistent with marketing concept. Do you agree or disagree with this view? Why? (14)
- Q.3 What is meant by the term culture? Describe some influences of the culture in formation of marketing strategy with suitable example. (14)
- Or
- Q.3 Define Consumer Attitude. Discuss tricomponent model of attitude with suitable example. (14)
- Q.4 What are perceptual maps, and how they used in positioning brands within the same product category? Illustrate your answer with the example of toothpaste. (14)
- Or
- Q.4 Discuss the post-purchase behavior of a consumer. (14)
- Q.5 Describe the type of promotional message that would be most suitable to following types of personality. Also give real life examples for each. (14)
- a. Highly dogmatic consumers
 - b. Inner directed
 - c. High OSL
 - d. High need for recognition
 - e. Visualizers Vs. Verbalizers

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