

IMBA Semester-4 Examination

IIS_IMBA-44

Intro to CB

April-2024

Time : 2-30 Hours]

[Max. Marks : 70

Instruction:

- 1) The figures on right hand side indicates marks.
- 2) Use of calculators is not allowed.

Q1. Explain Customer Buying Process in Detail for products and services. [14 marks]

Or

Q1.A. How does the customer and consumer differ for product and service companies. [07 marks]

And

Q1. B. Explain the consumer learning process for one product that you purchased personally. [07 marks]

Q2. Explain segmentation from the point of view of an FMCG marketer. [14 marks]

Or

Q2.A. Explain how Instagram is used by marketers to influence the consumer learning process. [07 marks]

And

Q.2.B. Explain the positioning of your favorite brand and how it relates to you as a consumer. [07 marks]

Q:3. Explain how the buying process of high involvement products such as real estate and automobiles differs from low involvement products such as shampoo or face wash. [14 marks]

Or

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Q3.A. How will you as a marketer segment and target the market for launching your favorite 2-wheeler brand? [07 marks]

And

Q3.B. Explain how different members of the family affect the consumer buying process. Take the example of buying a home/flat. [07 marks]

Q4. How does the consumer learning process differ for different generations? Take example of how the learning process differs for your grandparents, your parents and you. [14 marks]

Or

Q4.A Explain the various segments in the market when you have to see it from the perspective of marketer for a detergent brand. [07 marks]

And

Q4.B. Explain the positioning of 'Red Bull Energy drink' [07 marks]

Q5. Explain your favorite brand's consumer communication strategy. [14 marks]

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