

**Subject : Brand Management & Consumer Behavior**

Day : Wednesday  
Date : 08/06/2016



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.

**SECTION-I**

- Q.1** How is Branding important for customers? What factors should be considered while positioning Brand in customers mind? (14)
- Q.2** How is Brand identity articulated? Explain the concept of Brand identity execution through 4 P's. (14)
- Q.3** Marketing starts with identification of Customer needs and ends with customers satisfaction. Explain the role of consumer Behavior in formulating Marketing Strategy. (14)
- Q.4** What are the individual aspects of consumer Behavior? Explain with suitable examples. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Consumer adoption process
  - b) Cross- cultural issues in consumer behavior
  - c) Industrial V/s consumer Marketing
  - d) Factors influencing of industrial product pricing

**SECTION-II**

- Q.6** As a Marketing Head of 'SMART PHONE' manufacturing company, imagine the consumer buying process and formulate marketing strategy to introduce your new Brand of Smart Phone in India. (14)
- Q.7** You are a Vendor Development Manager for Automobile Manufacturing Company in India. Prepare a plan of action for Vendor Selection process. (14)
- Q.8** Prepare a promotion plan for an Industrial product company. Assume the product of your choice. (14)

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