

MBA III

ADVERTISING AND CONSUMER BEHAVIOUR

Attempt any five Questions

1. What is advertising? Explain in detail.
2. What is learning? Explain in detail
3. What is Perception, explain in detail
4. What is motivation? Explain theories of motivation.
5. Explain Nature, scope and significance of Advertising.
6. What do you understand by hierarchy of effects in advertising
7. What is Media and explain its types. Explain
8. What is consumer behavior? Explain customer value and satisfaction.
9. Explain Business buying behavior models.
10. Explain factors influencing consumer buying behavior.