

2055

P.G. Diploma in Marketing Management

Second Semester

DMM-106: Advertising and Consumer Behaviour

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt five questions in all, selecting atleast one question from each Unit. All questions carry equal marks.

x-x-x

UNIT – I

- I. What do you understand by Advertising? Discuss advertising is an important element in marketing mix. Also, discuss its role and importance in the modern age.
- II. Discuss the DAGMAR model. How DAGMAR approach contributes in setting objectives.

UNIT - II

- III. What are the methods and approaches used in selecting media for advertising? Explain importance of research in advertising and media planning.
- IV. a) What is the role and functions of advertising agencies?
b) Discuss the problems and prospects of advertising in India.
- V. Explain different types of advertising. Discuss the role of advertising budget in selecting the advertising method.

UNIT - III

- VI. What do you meant by consumer behaviour? Explain high involvement and low involvement decision making process.
- VII. Describe different types of reference groups involved in consumer decision making process. What are those factors that affect the reference groups?
- VIII. Write Notes on:
 - a) Diffusion of Innovation
 - b) Learning and behaviour modification in consumer behaviour

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UNIT - IV

- IX. As a marketer, explain the significance of NICOSIA model. How is it different from other models of consumer behaviour?
- X. What are the different models of consumer decision making? Discuss any two models of consumer behavior.

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