

Exam.Code:1180
Sub. Code: 45677

2056
P.G. Diploma in Marketing Management
Second Semester
DMM-106: Adverting 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 14 marks.

x-x-x

UNIT – I

1. Describe Advertising as a means of communication. Discuss its role in marketing mix.
2. Explain DAGMAR approach in details.

UNIT– II

3. Discuss the factors to be considered in preparing advertising plan. Distinguish between pre-testing and post testing techniques.
4. What do you mean by advertising budgets? Explain the relevant decisions for effective budgeting.
5. Define client-agency relations. Discuss its problems and prospects.

UNIT – III

6. Discuss the social and cultural environment factors that affect consumer decision making process?
7. What is high involvement decision making process? Discuss the process of consumer decision making process.
8. Give notes on-
 - (a) Role of diffusion of innovations in behaviour of consumer.
 - (b) Purchasing behaviour and retail strategy.

UNIT - IV

9. Elaborate Nicosia models of consumer decision making.
10. How intermediate markets affect consumer decision making process. Discuss in detail.

x-x-x

