

1059

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.*

x-x-x

**UNIT – I**

- I. What do you mean by advertising? Explain the nature and importance of advertising. (14)
- II. What are the various objectives of advertising? Explain the contribution of DAGMAR in selling the objectives. (14)

**UNIT – II**

- III. Write note on the following:-
- a) Advertising copy
  - b) Types of advertising agencies
  - c) Factors influencing choice of media (14)
- IV. What is advertising budget? Explain different methods of determining advertising budget along with their merits. (14)
- V. What are the various types of advertising? What are the impact of advertising on Indian society and culture? (14)

**UNIT – III**

- VI. Explain various factors determining consumer behaviour. (14)
- VII. Explain the buying motives. Write the process of consumer buying. (14)
- VIII. Explain the concept of diffusion of innovation. How does the product characteristics influence the rate of diffusion. (14)

**UNIT – IV**

- IX. Illustrate the Howard Sheth model of buying behaviour and explain its current relevance. (14)
- X. Write in detail various models of consumer decision making with their critical evaluation. (14)

x-x-x