

1058  
P.G. Diploma in Marketing Management  
2<sup>nd</sup> Semester  
DMM-106: Advertising & Consumer Behaviour

Time allowed: 3 Hours

Max. Marks: 70

**NOTE:** *Attempt five questions in all, selecting atleast one question from each Unit.*

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**UNIT - I**

- I. "Advertising is an important element in marketing mix." Discuss in detail. (14)
- II. What do you understand by DAGMAR approach? What can be the objective of advertising as per DAGMAR? (14)

**UNIT - II**

- III. Discuss the problems and prospects of advertising in India. (14)
- IV. How to structure an advertising copy? Also explain the strategies involved in copywriting. (14)
- V. Describe the role of advertising agencies in media. Explain agent client relationship. (14)

**UNIT - III**

- VI. What do you understand by consumer decision making? Discuss the different stages of consumer decision in detail. (14)
- VII. Define Reference Groups. How social and cultural environment affect consumer decision making? Discuss. (14)
- VIII. Explain the concept of diffusion of Innovation. Discuss in detail how psychological foundations affect consumer behavior. (14)

**UNIT - IV**

- IX. As a marketer how would you explain the significance of 'NICOSIA MODEL'? How it is different from 'Howard Sheth Model'? (14)
- X. What are Intermediate markets? Also, critically explain Bettman information processing model of consumer choice. (14)

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