

1056

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 understand by DAGMAR approach? Discuss its specifications for setting up the advertising objectives. Explain on what grounds DAGMAR is criticized. (14)
- II. Discuss the role and importance/ benefits of advertising for manufacturers, middlemen salespersons and customers. Elaborate the role of advertising in marketing mix. How it is involved with other elements of marketing mix. (14)

**UNIT - II**

- III. Write a note on customization of advertising? Discuss different types of advertising along with their advantages. (14)
- IV. Explain the steps involved in advertising planning process using some hypothetical example. (14)
- V. What do you mean by advertising effectiveness? Explain pre and post campaign measures to evaluate effectiveness. (14)

**UNIT - III**

- VI. Define learning and outline how the principles of the major theories of learning applied to the development of marketing strategies? (14)
- VII. Discuss the role of reference groups and family on consumer behavior. (14)
- VIII. Answer briefly:-
  - a) What is cross-cultural and sub-cultural consumer analysis? How can a multinational company use cross-cultural and sub-culture research to design each factor in its marketing mix? Illustrate your answer with examples.
  - b) If you wanted to name a new product that would be acceptable to consumers throughout the world, what cultural factors would you consider? (7,7)

P.T.O.

(2)

**UNIT - IV**

IX. Write short notes on the following:-

- a) Angel Kollet Blackwell Model
- b) Howard Sheth Model

(7,7)

X. Write short notes on the following:-

- a) Bettman information processing model of consumer choice.
- b) Intermediate markets and their behaviour

(7,7)

x-x-x