

2053  
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. Discuss 'Advertising' as a element in marketing mix. Explain the role and importance of advertising in the modern age. (14)
- II. What do you meant by DAGMAR approach? What can be the objectives of advertising as per DAGMAR? (14)

**UNIT – II**

- III. Define cline-agency relations. Discuss the various functions performed by an advertising agency. (14)
- IV. Describe the problems and prospects of advertising in India with suitable examples. (14)
- V. a) What do you understand by media decisions? Explain planning and managing advertising campaigns.  
b) Discuss different types of advertising and its relevance in today's scenario. (2x7)

**UNIT – III**

- VI. Elaborate the consumer decision making process in detail. (14)
- VII. a) Write a note on sub-cultural influences and consumer behaviour.  
b) What is the importance of reference groups to marketers? What factors effect the reference group influence? (2x7)
- VIII. a) Describe the concept of diffusion of innovations and the adoption process.  
b) What do you meant by repeat purchases behaviour? (2x7)

(2)

**UNIT – IV**

- IX. Describe in relevance of Engel-Kollat model in study of consumer behaviour. (14)
- X. Explain the Howard-Sheth model of individual choice behaviour of consumer. (14)

**x-x-x**