Exam.Code:1180 Sub. Code: 8541

2072

P.G. Diploma in Marketing Management Second Semester

DMM-106: Adverting and Consumer Behaviour

Time allowed: 3 Hours

molecular to the management of Max. Marks: 70

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

x-x-x

What is you mount by intermedia TINU's? Why there is need to study their

- Describe 'Advertising' as an important element in marketing mix along with its role.
- What do you understand by DAGMAR Approach? What can be the objectives of II. advertising as per DAGMAR approach? (14)

UNIT - II

- III. Explain different types of advertising. Discuss its role on consumer buying. (14)
- IV. Give short notes on:
 - a) Advertising media
 - b) Writing advertising copy

(2x7)

What do you meant by client-agency relationship? Discuss the problems and V. prospects of advertising in India. (14)

UNIT - III

- What are different types of consumer decisions? Discuss in detail the consumer VI. decision making process. (14)
- Explain the various determinants of consumer behaviour. Why is it important for VII. marketers to understand consumer? (14)
- a) What is the role of psychological foundations in consumer behaviour? VIII.
 - b) Elaborate the concept of diffusion of innovations and its effect on purchasing behaviour. (2x7)

UNIT - IV

IX. Discuss any two important models of consumer behaviour and its impact on consumer decision making. (14)

X. What do you meant by intermediate markets? Why there is need to study their behaviour in marketing management? (14)

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