

2072  
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. Describe 'Advertising' as an important element in marketing mix along with its role. (14)
- II. What do you understand by DAGMAR Approach? What can be the objectives of 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)
- V. What do you mean by client-agency relationship? Discuss the problems and prospects of advertising in India. (14)

**UNIT – III**

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

P.T.O.



(2)

**UNIT - IV**

- IX. Discuss any two important models of consumer behaviour and its impact on consumer decision making. (14)
- X. What do you mean by intermediate markets? Why there is need to study their behaviour in marketing management? (14)

x-x-x