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MNM-022

**POST GRADUATE DIPLOMA IN
ADVERTISING AND INTEGRATED
COMMUNICATIONS/POST GRADUATE
CERTIFICATE IN ADVERTISING AND
INTEGRATED COMMUNICATIONS
(PGDAIC/PGCAIC)**

Term-End Examination

December, 2024

MNM-022 : CONSUMER BEHAVIOUR

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions.

(ii) All questions carry equal marks.

1. What is the importance of lifestyle profiling for advertising ? What are the different approaches to study lifestyle ? 10+10=20
2. How do the traditional consumer behaviour models help marketers understand consumer behaviour ? What are their key limitations in

terms of predicting and explaining consumer behaviour ? 10+10=20

3. Elaborate upon Freud's psychoanalytic theory of personality. What are its applications for marketers ? 5+15=20
4. Describe the structure and functioning of memory and the process of retrieving information from memory. How can marketers measure memory for advertising ? 10+10=20
5. How do online reviews and ratings influence the purchase behaviour ? What strategies are marketers employing to use these to their advantage ? 5+15=20
6. What is the family life cycle concept ? Provide an example of how a marketing strategy would differ based on the stage of the family life cycle. 15+5=20
7. Discuss the concept of information overload and its impact on consumer decision-making. What strategies can marketers use to help consumers manage information overload ? 10+10=20

8. How do researchers use alternative evaluation to gain insights into consumer behaviour and decision-making ? 20
9. “Culture and diversity set the Indian consumer apart from the international consumers.” Talk about a successful international ad campaign that moulded itself to suit the Indian context. Critically evaluate this campaign with respect to its communication strategies. 20
10. Write short notes on any *two* of the following : 10+10=20
- (a) Politicking
 - (b) Instinct Theory of Motivation
 - (c) Difference between the internal mental culture and the external material culture
 - (d) Non-Store Buying

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