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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

June, 2025

MNM-022 : CONSUMER BEHAVIOUR

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

1. Describe the different segments of the VALS framework and provide examples of marketing campaigns that have successfully targetted each segment. 10+10

2. Discuss, in detail, the factors that influence organizational buying behaviour. How can an advertiser benefit from influencing these factors ? 10+10
3. Define attitude and describe its components. What are the functions of consumer attitudes and how can they be measured ? Use an example to illustrate your answer. 10+10
4. How do motivational conflicts influence consumer behavior ? What strategies can marketers use to mitigate these conflicts and encourage purchase behavior ? 20
5. What is social class ? How does social class influence social influences and buying behavior ? Provide examples. 5+15
6. Explain the difference between culture and subculture. Provide an example of a subculture and how its values might differ from those of the larger culture. 15+5
7. Explain the concept of selective exposure. Provide an example of how it can impact advertising effectiveness. 20

8. Discuss post-purchase dissonance and its impact on consumer behaviour. How can marketers mitigate the negative effects of post-purchase dissonance ? Provide examples. 10+10
9. “Online consumers are different from offline buyers.” In your opinion, is this statement correct or not ? Justify with examples. 20
10. Write short notes on any *two* of the following : 10+10
- (a) Economic Models of Consumer Behaviour
 - (b) Observational Learning
 - (c) Influence of children in family buying decisions
 - (d) Information Overload

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