POST GRADUATE DIPLOMA IN ADVERTISING AND INTEGRATED COMMUNICATIONS (PGDAIC)

Term-End Examination

December, 2023

MNM–022 : CONSUMER BEHAVIOUR

Time : 3 Hours   *Maximum Marks : 100*

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

1. What is the VALS system of classification and how is it used in lifestyle marketing ? Describe the different segments of the VALS framework and provide examples of marketing campaigns that have successfully targetted each segment.

    10+10

2. Describe the various factors that influence organisational buying behavior. How do factors such as organisational culture, purchasing policies and buying center dynamics impact the decision-making process ? Provide examples to support your answer.   10+10

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3. Explain the concept of perception and the stages of the perceptual process. What role does perceptual selection play in consumer behavior ?

10+10

4. How do motivational conflicts influence consumer behavior ? What strategies can marketers use to mitigate these conflicts and encourage purchase behavior ?   10+10

5. What is social class ? How does social class influence social influences and buying behavior ? Provide examples.   5+15

6. What is culture and what are some of the key characteristics of culture ? How can understanding of culture help marketers develop effective marketing strategies ?   15+5

7. Discuss the role of imaginal processing in consumer decision-making and provide an example of a product category where this type of processing might be particularly important.

15+5

8. Explain the *four* components of alternative evaluation and cite examples on how they contribute to the decision-making process of consumers.   15+5

9. Discuss the theories of post-purchase evaluation and how they explain consumers' post-purchase behaviour. How can marketers use this knowledge to develop effective response strategies ? 15+5

10. Write short notes on any *two* of the following :

10+10

(a) Subcultures

(b) The Looking-Glass Self

(c) Organic Marketing

(d) Information Overload