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MNM-022

**POST GRADUATE DIPLOMA IN
ADVERTISING AND INTEGRATED
COMMUNICATIONS**

(PGDAIC)

Term-End Examination

June, 2024

MNM-022 : CONSUMER BEHAVIOUR

Time : 3 Hours

Maximum Marks : 100

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

1. Explain, with a diagram, the steps and roles in the consumer decision-making process. Cite examples for each step. 20
2. Discuss the strengths and limitations of traditional consumer behavior models. How do these models help marketers understand consumer behavior and what are their key limitations in terms of predicting and explaining consumer behavior? 10+10

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3. Elaborate upon Freud's psychoanalytic theory of personality. What are its applications for marketers ? 15+5
4. Discuss the *two* complex issues of learning (consciousness and observational learning) and their implications for marketing strategies. 10+10
5. Explain the concept of consumer involvement and its different types. Provide examples of how marketers can increase consumer involvement with a product or service. 15+5
6. How do online reviews and ratings influence the purchase behaviour ? What strategies are marketers using to use these to their advantage ? 10+10
7. Evaluate the impact of the family life cycle stages on consumption behaviour, while exploring the implications of family decision-making for marketing strategy. 20
8. Describe the types of information search and sources of information that consumers might use when making a purchase decision. How can marketers use this information to influence consumer behavior ? 15+5

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9. How do marketing strategies respond to consumer choice heuristics during the alternative evaluation stage ? Give examples of marketing tactics that utilise the different types of heuristics. 15+5

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

10+10

(a) Politicking

(b) Personality Profiles of Opinion Leaders

(c) Differentiate between Internal Mental Culture and External Material Culture

(d) Non-Store Buying