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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, 2025

MNM-022 : CONSUMER BEHAVIOUR

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Evaluate the impact of personal factors on consumer behaviour. Provide *two* examples

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of how cultural factors can shape consumer preferences. 10+10

2. Discuss how the characteristics of organisational buying differ from consumer buying and provide examples from the Indian business context. 10+10
3. Evaluate the marketing applications of personality and self-concept. Discuss how marketers can strategically leverage personality traits and self-concept to create effective advertising campaigns. 5+15
4. Critically assess the effectiveness of repetition in advertising, discussing its advantages and potential drawbacks. 10+5+5
5. Discuss the ways in which social class influences the preferences and lifestyles of consumers. Provide examples of successful marketing strategies that effectively consider social class dynamics in the Indian market. 15+5

6. Evaluate the influence of children in family decision-making, discussing the strategies marketers can use to target and appeal to children in the Indian context. 20
7. Examine the types of information search in the consumer decision-making process. Discuss the challenges of information overload. 10+10
8. Explore the factors that influence non-store buying behavior, including convenience, accessibility and online shopping trends. Provide examples of successful non-store buying experiences. 20
9. Explore the psychological factors that contribute to consumer acceptance or resistance to marketing messages. Provide examples of brands that have effectively managed consumer acceptance and resistance. 20

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

10+10

- (a) Avoidance-avoidance conflict
- (b) Opinion leaders on social media platforms
- (c) Influence of subcultures
- (d) Linear Compensatory Heuristic

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