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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, 2026

MNM-022 : CONSUMER BEHAVIOUR

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Analyze the role of communication in lifestyle marketing, highlighting how advertising messages can resonate with

different lifestyle segments. Refer to real-world examples to support your analysis.

10+10

2. Critically assess the effectiveness of consumer behavior models in predicting and influencing consumer actions, providing examples from both traditional and contemporary perspectives. 20
3. Discuss how marketers can measure and analyze consumer attitudes and use this information to enhance their marketing strategies. Provide examples. 10+10
4. Discuss the importance of involvement in building brand loyalty and advocacy, citing examples. 20
5. Discuss the role of influencers in shaping consumer preferences and attitudes in the digital space. Provide examples of successful influencer marketing campaigns. 15+5
6. Discuss why marketers need to be mindful of cultural differences when designing advertising and marketing strategies. 15+5

7. Examine the retention and imaginal processing stages in information processing.

20

8. Discuss the role of post-purchase evaluation theories in understanding and managing consumer responses after a purchase. Provide examples of brands that have effectively navigated post-purchase challenges.

10+10

9. Discuss how consumers in India can strategically navigate and leverage situational factors to make informed and satisfying purchase decisions.

20

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

10+10

- (a) External factors affecting consumer behavior
- (b) Self-image and product image congruence
- (c) Family life cycle stages
- (d) Concept of threshold level in problem recognition

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