

SEAT No. \_\_\_\_\_

**SARDAR PATEL UNIVERSITY**

BBA(FT/IB) (VI Semester) Examination

Subject: International Marketing Management - IV

Code: UM06CBBF03/B03

Year: 2017-2018

Date : 02/04/2018

Time: 10:00a.m to 12:00p.m

Day : Monday

Total Marks: 60

Q.1 Clarify the concept of Brand, Branding, Brand Equity, Brand Identity and Brand loyalty. Briefly discuss branding strategies. [15]

**OR**

Q.1 Explicit model and factors affecting of Consumer Behavior. [15]

Q.2 Discuss the term "Marketing Mix & Consumer Behavior" – Critical linkages with example of Domino's marketing mix. [15]

**OR**

Q.2 Enumerate the Behavioral Dimensions of Marketing with appropriate paradigm. [15]

Q.3 Describe Consumer Decision Making with its types and also discuss briefly Consumers' Shopping Styles. [15]

**OR**

Q.3 Elaborate strategies of Consumer Decision Making with suitable examples. [15]

Q.4 Elucidate Retail Loyalty with examples. [15]

**OR**

Q.4 Write a note on : [15]

- 1) Importance of Target Segment towards retailing
- 2) Importance of Appropriate Services towards retailing