

(3 & A-4)

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

B.B.A (International Business) Semester – VI

Code: UM06CBBF03/B03

Subject: International Marketing Management - IV

Date: 31-03-2017, Friday

Time: 10:00 A.M to 12:00 P.M.

Total Marks: 60

-
- | | | |
|-----------|--|----|
| Q-1 | Give the meaning and concepts of Consumer Behaviour. | 15 |
| OR | | |
| Q-1 | Write a note on Branding with the examples of successful global brands. | 15 |
| Q-2 | Explain Behavioural Dimension of Marketing towards brand success. | 15 |
| OR | | |
| Q-2 | Explain and illustrate the relationship between Consumer Behaviour and Brand Success with suitable examples. | 15 |
| Q-3 | Elaborate Strategies of Apply of consumer Decision making with the suitable examples. | 15 |
| OR | | |
| Q-3 | Discuss various Consumers shopping styles and Brands. | 15 |
| Q-4 | Explain Retail Loyalty with examples. | 15 |
| OR | | |
| Q-4 | Give the importance of Appropriate Services towards Retailing. | 15 |

— X —

①

SARDAR PATEL UNIVERSITY
BBA (FT/IB) (VI Semester) Examination
Saturday, 1st April 2017
10:00 am to 12:00 pm

UM06CBBF04/UM06CBBB04- Foreign Trade Barriers & Agreements
Total marks: 60

Note: (1) Draw diagrams and cite examples wherever necessary.
(2) Figures to the right indicate full marks.

Q.1 Distinguish between free trade and protection. Give arguments in favour and against of protection. [15]

OR

Q.1 Define tariff barriers and give detailed classification of tariff barriers. [15]

Q.2 What is state trading? Discuss the reason and disadvantages of state trading. [15]

OR

Q.2 Write note on: (a) International cartel [15]
(b) Commodity agreements

Q.3 Explain the objectives and rationales for economic integration. [15]

OR

Q.3 Discuss the trade creation and trade diversion effect of custom union with the help of custom union theory. [15]

Q.4 Elaborate the functional areas of south-south cooperation among developing countries. [15]

OR

Q.4 Discuss the India's role in south-south cooperation. [15]

#####

— x —

①