

[A-20]

SEAT No. _____

SARDAR PATEL UNIVERSITY

VALLABH VIDYANAGAR – 388 120

B.B.A ITM (HONOURS) VIII SEMESTER (CBCS) EXAMINATION

TUESDAY, APRIL 18, 2017

UM08EBBI02 Consumer Behaviour - II

TIME: 2.00 P.M. TO 4.00 P.M.

TOTAL MARKS: 60

Note: Figures to the right indicate marks.

Draw diagrams and cite examples wherever necessary.

- Q.1 Discuss in detail the components of communication with reference to consumer behaviour with the help of relevant examples. (15)
- OR**
- Q.1 Explain in detail the elements of Message structure and presentation with the help of relevant examples. (15)
- Q.2 Write a note on Understanding the power of reference group and consumer related reference groups. (15)
- OR**
- Q.2 Write Short note on: (15)
- (a) Consumer Behaviour Applications of Social Class
- (b) Measurement of Social Class
- Q.3 Define Culture, Subculture & Cross Culture and Explain the measurement of Culture. (15)
- OR**
- Q.3 Briefly elucidate the Types of Subculture and Cross Cultural Consumer Analysis. (15)
- Q.4 Briefly discuss the Decision making process and briefly Explain the Traditional Models of Consumer Decision Making. (15)
- OR**
- Q.4 Explain in detail the Modern Models of Consumer Decision Making. (15)
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