

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VIII
Syllabus with effect from: December-2013
(Batch-2010)

Paper Code: UM08EBBI02	Total Credit: 4
Title Of Paper: Consumer Management - II	

Unit	Description in detail	Weightage (%)
I	Communication and Consumer Behaviour Introduction, Components of Communication, The communication Process, Marketing communication and Ethics.	25%
II	Influence of Reference Group & Social Class Introduction, Understanding the Power of Reference Group, Selected Consumer related Reference Groups, Family Decision making and Consumption related Roles. Social Class An Overview, Measurement of Social Class, Selected Consumer Behaviour Applications of Social Class.	25%
III	Influence of Culture, Subculture & Cross Cultural Consumer Behaviour Define Culture, Subculture & Cross Culture, Culture is Dynamic, Measurement of Culture, Types of Subculture, Cross Cultural Consumer Analysis	25%
IV	Consumer's Decision Making The Decision Making Process, Factors Influencing Decision Making, Levels of Consumer Decision Making, A Model of Consumer Decision Making (Input, Process, and Output).	25%
V	Tutorial: Marks-25	
	Students in a group of THREE will prepare a Research Report on comparative Study of Consumers buying decision based on Demographic, geographic segmentation and pricing of products at mega stores during particular festive. (Shampoo, Cleaning Material, Soaps, Wafers & Similar Products, Biscuits, Deodorants, Face Wash, Cold Beverages, Hot Beverages, Detergent Powder, Chocolates, Body Lotions & Fairness Cream, Cooking Oil) in Mega Stores like D Mart, Big Bazaar, Spencer's.	
	Evaluation: Internal: Marks-25	
	Journal shall be evaluated by the concerned teacher.	

Basic Text & Reference Books:-

- Consumer Behaviour, Ninth edition: Leon G. Schiffman & leslie Lazar Kanuk, By Pearson Education
- CONSUMER BEHAVIOUR Insights from Indian Market: Ramanuj Majumdar, By PHI Learning
- Private Limited-New Delhi 2011

