

[A-54]

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SARDAR PATEL UNIVERSITY
Fourth Year BBA [ITM] Examination, (CBCS) Semester VIII
Monday, 27/04/2015
Morning Session Time: 02:30 pm To 04:30 pm
(UM08EBBI02)
Consumer Behaviour - II

Total Marks: 60

Note: Figures to the right indicate marks.

Q. 1 Explain in brief the message structure & presentation. (15)

OR

Q. 1 Write in detail the concept of communication. Elaborate the components of communication. (15)

Q. 2 (A) Examine the consumer related reference group. (08)

(B) Explain the consumption related roles. (07)

OR

Q. 2 (A) Describe the measurement of social class. (08)

(B) Explain the consumer behaviour application of social class. (07)

Q. 3 Define the culture. Describe the types of subculture. (15)

OR

Q. 3 (A) Explain the cross culture consumer analysis. (08)

(B) Elaborate the measurement of culture. (07)

Q. 4 (A) Examine the decision making process. (08)

(B) Explain in detail the economic model. (07)

OR

Q. 4 Explain in detail any two modern models of consumer decision making. (15)
