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SARDAR PATEL UNIVERSITY
BBA [ITM] Examination
VIII - Semester (CBCS)
Tuesday, 19th April 2016
Evening: 02:30pm To 04:30pm
Subject Code: UM08EBBI02
Consumer Behaviour - II

Total Marks: 60

- Note: 1. Figures to the right indicate marks of the questions.
2. Answers should be precise and to the point.

Q. 1 Explain the concept of Communication. Examine the components of communication. (15)

OR

Q. 1 Write in brief the message structure and presentation. (15)

Q. 2 (A) Examine the understanding the power of reference group. (08)

(B) Explain the consumer related reference groups. (07)

OR

Q. 2 State the overview of social class. Describe the measurement of social class. (15)

Q. 3 Explain the concept of Subculture. Elaborate the measurement of culture. (15)

OR

Q. 3 Write the concept of Cross Culture. Explain the types of Subculture. (15)

Q. 4 Write a note on. (Any Two) (15)

1. Learning Model
2. Psychoanalytic Model
3. Howard Seth Model
4. Nicosia Model
