

[46]

SARDAR PATEL UNIVERSITY4th YEAR B. B. A. (HONOURS) (ITM)

External Examination April 2018

Semester VIII

Day: Thursday

Date: 19th APRIL, 2018

Session: Afternoon

Time: 2:00 P.M. TO 4:00 P.M.

Subject Code:

UM08EBBI02

Subject Title:

CONSUMER BEHAVIOR -II

Total Marks : 60

Q. 1 Write a detail note on message structure and presentation with suitable examples. [15]

OR

Q. 1 Define the term communication. Also explain diagram for various components of communication. [15]

Q.2 Describe the term reference group? Also explain the power of reference group with examples. [15]

OR

Q.2 Write short notes:

(a) Family decision making [08]

(b) Social class [07]

Q. 3 (a) Explain sub-culture and various types of it in detail. [08]

(b) Explain the measurement of culture in brief. [07]

OR

Q. 3 Describe the terminology of cross culture. Also explain cross culture consumer analysis in detail. [15]

Q. 4 Write short notes:

(a) Howard Seth Model [08]

(b) Nicosia Model [07]

OR

Q. 4 Examine the decision making process in detail. Also explain one traditional model of your choice in detail. [15]

———— X ————