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SEAT No. \_\_\_\_\_

No. of Printed Pages : 01

**SARDAR PATEL UNIVERSITY**  
**VALLABH VIDYANAGAR**  
**BBA -ITM (4 YEARS) (EIGHTH SEMESTER) (Batch 2011)**  
**Consumer Behaviour - II (UM08EBBI02)**  
**15<sup>th</sup> APRIL, 2019, MONDAY**  
**2.00 TO 4.00 P.M**

**TOTAL MARKS :- 60**

**NOTE: - Figures to the right indicate marks**

- Q.1) Explain the components of communication. (15)
- OR
- Q.1) Describe message structure and presentation in detail (15)
- Q.2) Explain the concept of reference group and discuss consumer related reference groups. (15)
- OR
- Q.2) Explain the measurement of social class. (15)
- Q.3) Write a detailed note on Types of Subculture. (15)
- OR
- Q.3) Explain cross cultural consumer analysis in detail. (15)
- Q.4) Discuss the consumer decision making process. (15)
- OR
- Q.4) Explain in detail the Economic Model & Sociological Model (15)

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