

[A2]

SARDAR PATEL UNIVERSITY
TY BBA(FT) Examination, VI Semester
Thursday Date 09-04-2015
Time : 10:30 AM to 12:30PM
Subject Code : UM06CBBF03

Subject Title: International Marketing Management - IV

Total Marks- 60

- Q.1** What is Consumer Behaviour? Explain the factors affecting to Consumer Behaviour **15**
- OR**
- Q.1** (a) Explain the terminology of Brand, Branding, Brand Equity and Brand Identity. **08**
 (b) Discuss the Success story of a particular Brand of your choice. **07**
- Q.2** Discuss the Behavioural Dimensions of Marketing with suitable example **15**
- OR**
- Q.2** Explain the Term "Marketing Mix & Consumer Behaviour" –Critical Linkages with example of McDonald's marketing mix. **15**
- Q.3** (a) What is Consumer Decision making? Explain its types **08**
 (b) Explain the Consumers' Shopping Styles **07**
- OR**
- Q.3** (a) Discuss the Strategies of Applying CDM. **07**
 (b) Write a short Note on: i) CDM & Impulsive Purchase **08**
 ii) CDM & Celebrity Usage
- Q.4** (a) What is Retail Equity? Give its Dimensions & Importance. **08**
 (b) Why appropriate Services are importance for retailing? **07**
- OR**
- Q.4** Write short notes: (with example) **15**
 a) Retail Loyalty
 b) Retail Equity- Importance of Target Segment.