

[3]

SARDAR PATEL UNIVERSITY
BBA(FT/IB) (VI Semester) Examination
Subject: International Marketing Management - IV
Code: UM06CBBF03/B03
Year: 2017-2018

Date : 02/04/2018
Day : Monday

Time: 10:00a.m to 12:00p.m
Total Marks: 60

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- Q.1 Clarify the concept of Brand, Branding, Brand Equity, Brand Identity and Brand loyalty. Briefly discuss branding strategies. [15]
OR
- Q.1 Explicit model and factors affecting of Consumer Behavior. [15]
- Q.2 Discuss the term "Marketing Mix & Consumer Behavior" – Critical linkages with example of Domino's marketing mix. [15]
OR
- Q.2 Enumerate the Behavioral Dimensions of Marketing with appropriate paradigm. [15]
- Q.3 Describe Consumer Decision Making with its types and also discuss briefly Consumers' Shopping Styles. [15]
OR
- Q.3 Elaborate strategies of Consumer Decision Making with suitable examples. [15]
- Q.4 Elucidate Retail Loyalty with examples. [15]
OR
- Q.4 Write a note on : [15]
1) Importance of Target Segment towards retailing
2) Importance of Appropriate Services towards retailing