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SEAT No. _____

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Sardar Patel University
BBA(FT/IB) (Semester VI) Examination
Subject : International Marketing Management – IV
Code : UM06CBBF03/B03
Year : 2018-19

Date : 28/03/2019

Time: 10:00 a.m to 12:00 p.m

Day : Thursday

Total Marks : 60

Q.1 Clarify the concept of Consumer Behavior with its model & factors affecting. [15]

OR

Q.1 Explain Branding with the examples of successful global brands. [15]

Q.2 Enumerate Behavioral Dimensions of Marketing towards brand success. [15]

OR

Q.2 Elucidate the relationship between Consumer Behavior and Brand Success with suitable examples. [15]

Q.3 Explain strategies of Consumer Decision Making with appropriate examples. [15]

OR

Q.3 Discuss various Consumers shopping styles & Brands. [15]

Q.4 Explain Retail Equity with its dimensions & importance. Also discuss why appropriate Services are importance for retailing? [15]

OR

Q.4 Write notes on : [15]

1) Retail Loyalty with examples

2) Importance of Target Segment towards retailing.

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