

SECTION-B

- Q2. What are the effects of Family and Social class in shaping the behaviour of a Consumer?
- Q3. Discuss the reasons why would you use Oral Channels of Communication in business.
- Q4. Discuss the importance of body language in an Effective Communication.
- Q5. Explain the influence of Culture and Sub-Culture on Consumer Behaviour.
- Q6. Describe the various Psychological factors affecting the Consumer Behaviour.

SECTION-C

- Q7. Explain the various pre-requisites of an effective communication. Also explain the Communication process model.
- Q8. Critically analyze the Howard-Sheth model of Consumer Decision Making process.
- Q9. What do you mean by Cross-Cultural Consumer behaviour? Discuss its impact on Consumer decision making process.

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