| Roll No. |  |  |  |  |  | Total No. of Pages : ( | )2 |
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Total No. of Questions: 09

# M.Sc.(ATHM) (2015 & Onwards) (Sem.-3) BUSINESS COMMUNICATION, CONSUMER BEHAVIOUR AND CROSS CULTURAL COMMUNICATION

Subject Code: PTA-201 M.Code: 70693

Time: 3 Hrs. Max. Marks: 60

#### **INSTRUCTION TO CANDIDATES:**

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains FIVE questions carrying FIVE marks each and students has to attempt ANY FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt ANY TWO questions.

## **SECTION-A**

# Q1. Answer the following:

- a) Explain any two reasons for study Consumer Behaviour.
- b) Give any two rights of a Consumer.
- c) How perception of person effect on Consumer Behaviour?
- d) Define the term external Communication.
- e) What is Inter-personal Communication?
- f) Mention any two Cultural factors affecting Consumer Decision Making.
- g) Define the term Learning.
- h) What is Relationship Marketing?
- i) Mention any two Social factors affecting Consumer Behaviour.
- i) Define the term Buying Behaviour.

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### **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.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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