

SECTION-B

- Q2. What do you understand by Effective communication?
- Q3. What is Cross-cultural communication?
- Q4. Justify the term “*Writing as a communication method*”.
- Q5. Explain the relationship of subculture and consumer behaviour.
- Q6. What is Relationship marketing?

SECTION-C

- Q7. Explain in detail the role of consumer in social and cultural setting.
- Q8. Explain the various types of communication.
- Q9. Differentiate between Psychological factors, Social factors and Cultural and subcultural factors.