Total No. of Questions: 09

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

Subject Code: PTA-201 Paper ID: [E1337]

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. Define the term:

- a) Non-verbal communication
- b) Consumer gifting behaviour
- c) Perception
- d) Body language
- e) Organizational communication
- f) Reference group
- g) Attitude
- h) Consumer vis-à-vis buying behaviour
- i) Cross cultural consumer behaviour
- j) Speaking as a communication method

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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.

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