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**Paper Code :DMB-306**

**Roll No.**

**BBA-14**

**3<sup>rd</sup> Year Examination, Academic Batch 2015-16  
Consumer Behavior & Advertising Management**

*Time : 3 Hours ]*

*[ Max. Marks : 100*

*Note. Attempt any **Five** questions. All questions carry equal marks.*

- Q.1. How does the external environment help and influence the individual determinants in consumer behavior.
- Q.2. Discuss the Family lifestyle stages and changing consumption patterns.
- Q.3. What is meant by consumer attitude? What are its components and functions?
- Q.4. How is industrial buying different from individual buying? Illustrate by means of an industrial buyer model.
- Q.5. what are the different ethics of advertising,
- Q.6. What factors should be taken into consideration for preparing a budget.
- Q.7. Describe the different dimensions of advertising.
- Q.8. What are the various types of media available for advertising?