

Printing Page(s) : 1

Paper Code :DMB-208

Roll No.

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M.Com-9
2nd Year Examination, Calendar Batch 2016
Section A- Consumer Behaviour & Advertising Management
Section B - Corporate Governance, Values & Ethics

Time : 3 Hours]

[Max. Marks : 100

*Note. (A) Attempt **five** questions. (B) Each question carries equal marks. (20*5)*

SECTION-A

(Consumer Behaviour and Advertising Management)

- Q.1. Explain the importance of advertising in the national development?
- Q.2. Explain VALS segmentation? Why importance was given to VALS 2?
- Q.3. What do you understand by an organizational customer? Why is it called a Ghost?
- Q.4. What do you understand by consumer behavior? What information is sought in consumer researches?

SECTION-B

(Corporate Governance, Values & Ethics)

- Q.5. What do you understand by competition?
- Q.6. What is the lesson of management for BHAGVAD –GITA?
- Q.7. Discuss the legal and managerial role of BOD's.
- Q.8. What is information technology utility service and value?