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Paper Code :DMB-306

Roll No.

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BBA-14

3rd Year Examination, Calendar Batch 2015

Consumer Behavior & Advertising Management

Time : 3 Hours]

[Max. Marks : 100

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

- Q.1** What do you understand by consumer? What are the reasons for studying consumer behavior?
- Q.2** What are the social and ethical issues in advertising?
- Q.3** What is life-cycle marketing? Explain its characteristic?
- Q.4** Explain the position and repositioning of advertising.
- Q.5** What is e-commerce and its importance in e-marketing?
- Q.6** How does the external environment help and influence the individual determinants in consumer behavior?
- Q.7** What do you mean by consumer behavior? what information is sought in consumer research?
- Q.8** Explain VALS segmentation? Why importance was given to VALS 2?