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Paper Code :DMB-208

Roll No. 

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**M.Com-9**  
**2<sup>nd</sup> Year Examination, Academic Batch 2017-18**  
**Consumer Behaviour & Advertising Management**  
**&**  
**Corporate Governance, Values & Ethics**

*Time : 3 Hours ]*

*[ Max. Marks : 100*

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

**Q1.** What is Consumer Behavior? Discuss the Environmental influences on Consumer Behavior. Explain the process of Consumer Behavior.

**Q2.** What is Consumer Attitude? What are its Component and Functions?

**Q3.** What are the various types of Media available for Advertising?

**Q4.** Discuss the Process of Advertising.

**Q5.** Write a note on:-

- a. E Commerce
- b. E Marketing

**Q6.** What is the Lesson of management from Bhagvad Gita?

**Q7.** What is Strategy? Discuss its Nature and Components.

**Q8.** Elaborate the Term Ethics and discuss its Meaning nature and Components.