

**Total No. of Pages : 02**

**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 :**

1. **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

### 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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