

TyBmm 2017-18 Internal.

**REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES
INTERNAL EXAM 2017-2018**

SUBJECT: CONSUMER BEHAVIOUR

DATE: 18/8/2017

CLASS: TYBMM (ADV)

MARKS: 20

NOTE: ATTEMPT ANY 4 QUESTIONS.

(20 MKS)

1. Consumer behavior has become an internal part of all business. Explain?
2. What has given rise to the importance of the study of consumer behavior?
3. Enumerate the elements of the consumer decision making process.
4. What factors affect perception?
5. What are the important objectives of advertisers?
6. What are Perceptual Screens?

----- **ALL THE BEST** -----

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**REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES
INTERNAL EXAM 2017-2018**

SUBJECT: BRAND BUILDING

DATE: 21/8/2017

CLASS: TYBMM (ADV)

MARKS: 20

NOTE: ATTEMPT ANY 4 QUESTIONS.

(20 MKS)

1. What are the advantages and disadvantages of Branding?
2. Why is it Difficult to build a strong brand in current scenario?
3. Distinguish between brand and Product.
4. Explain the concept of Brand identity in details?
5. Write a note on Brand identity structure.
6. Write a short note on Brand identity traps.

----- **ALL THE BEST** -----



**REENA MEHTA COLLEGE OF COMMERCE & MANAGEMENT STUDIES
INTERNAL EXAM 2017-2018**

SUBJECT: FEATURES & OPINIONS

DATE: 21/8/2017

CLASS: TYBMM (JOUR)

MARKS: 20

NOTE: ATTEMPT ANY 4 QUESTIONS.

(20 MKS)

1. What is the difference between hard news and soft news?
2. What is News Features?
3. Difference between magazine and newspaper feature stories?
4. How the demarcation between hard news and soft news is blurring?
5. How colour and imagery helps in features writing?
6. What is the role of quote in the features article?

----- **ALL THE BEST** -----

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