

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom (IB) DEGREE EXAMINATION MAY 2018
(Second Semester)

Branch - INTERNATIONAL BUSINESS

CROSS- CULTURAL CONSUMER AND INDUSTRIAL BUYER BEHAVIOR

Time : Three Hours

Maximum : 75 Marks

Answer ALL questions
ALL questions carry EQUAL marks (5 x 15 = 75)

- 1 a Briefly explain the consumer buying process and marketing strategies.
OR
b Discuss the consumer behaviour theory,
- 2 a Explain in detail the factors influencing perceptions.
OR
b Describe in detail the role of culture in consumer behaviour.
- 3 a Briefly explain the Organisational buying behaviour process.
OR
b Elaborate the models of consumer behaviour.
- 4 a Discuss the factors affecting cross culture dimensions.
OR
b Explain about international marketing implications.
- 5 a Discuss the importance of diffusion across nations.
OR
b Write a note on cross cultural consumer research complexities and issues.

Z-Z-Z

END