

BMM Internal questions for Semester V ATKT students

Consumer Behaviour

Roll No. 3048

1. Explain consumer behaviour.
2. Explain how communication plays an important role in consumer behaviour.
3. Explain cognitive behaviour.
4. Explain conditioning theory.
5. Explain the concept sub-culture and its impact on consumer behaviour.

Advertising Design

Roll No. 3048

1. Explain the role of art department in an ad agency.
2. Explain colour harmony.
3. Explain principles and elements of design.
4. Explain layout designing and logo designing.
5. Explain corporate identity systems.