Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4
   a) Explain retail consumer’s buying process  
   (Marks: 2X5=10)
   b) Explain Sale of Goods Act 1979 with an example
   c) What are the three different types of data collections for quantitave study? Explain each
   d) Explain consumer motivation with an example

Q.2) Write Short Notes on any 2 out of 5
   a) Retail segmentation
   (Marks: 2X5=10)
   b) Product liability
   c) Null hypothesis
   d) Motive Arousai
   e) Motivational research

Q.3) Attempt any 3 out of 5
   a) What is the difference between Brand loyalty and Brand Equity?
   (Marks: 3X10=30)
   b) What is consumer personality? Explain nature of personality.
   c) How is Sensing-thinking personality is different from Sensing-feeling personality.
   d) Explain Self-concept theory with an example.
   e) Explain the concept of Actual Self & Ideal Self with an example.

Q.4) Attempt both the questions
   a) What do you mean by brand personality explain each with an example
   (Marks: 2X10=20)
   b) What is perceived risk explain with an example