Q.1) Write short notes on ANY FOUR of the following questions: (4*4=16 Marks)
   a. Consumer behaviour and Demarketing
   b. Reference groups
   c. State Protection Council
   d. Elements in buying process
   e. Communication and persuasion
   f. Consumer complaint behaviour

Q.2) Write short notes on ANY FOUR of the following questions: (4*4=16 Marks)
   a. Concept of organizational buying behaviour
   b. Consumer v/s Customer
   c. Tri- Component Model
   d. Post Purchase dissonance
   e. Importance of consumer buying behaviour
   f. Social class as a determinant of consumer behaviour

Q.3.A) Explain the features of consumer behaviour. (12 Marks)
Q.3.B) Elaborate on the importance of consumer behaviour. (12 Marks)

Q.4.A) Explain in detail Maslow's Hierarchy of Need. (12 Marks)
Q.4.B) Explain the importance of family influence on consumer behaviour. (12 Marks)

Q.5.A) State and explain the factors influencing buying process. (12 Marks)
Q.5.B) Elaborate the roles in the buying process (12 Marks)

Q.6.A) What are the rights of a consumer? (12 Marks)
Q.6.B) Explain the factors leading to consumer dissatisfaction. (12 Marks)