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D.P. No. 54106

[Time: Three Hours]

Please check whether you have got the right question paper.

- N.B:
1. All questions compulsory.
 2. Figures to the right indicate marks.

- Q.1 Answer the following questions (any two) 20**
7/8 points each answer
- Q.2 Answer the following questions (any two) 20**
7/8 points each answer
- Q.3 Answer the following questions (any two) 20**
7/8 points each answer
- Q.4 Answer the following questions (any two) 20**
7/8 points each answer
- Q.5 A) Explain the following concepts. 10**
2-3 lines each concepts
- B) State whether the following statements are true or false. 05**
1. True
 2. False
 3. True
 4. True
 5. True
- C) Choose the correct alternative and rewrite the sentence. 05**
1. Income
 2. Brand.
 3. different
 4. market segmentation.
 5. Primary