

[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. False
 2. False
 3. False
 4. True
 5. False
- C)** Choose the correct alternative and rewrite the sentence. **05**
1. Exchange.
 2. market segmentation.
 3. Buying motive
 4. complex
 5. uid.