



KINEMASTER

- (d) What do you mean by 'high involvement' in purchase decision making ?
खरीद निर्णयन में उच्च भागीदारी से आपका क्या तात्पर्य है ?
- (e) What is 'empty nest stage' in family life-cycle ?
पारिवारिक जीवन-चक्र में खाली घोंसला मंच क्या है ?
- (f) Define culture and subculture.
संस्कृति तथा उपसंस्कृति को परिभाषित कीजिए ।

2. How does culture influence consumer buying process ?
Explain with the help of examples.
उपभोक्ता खरीद प्रक्रिया पर संस्कृति कैसे प्रभाव डालती है ?
उदाहरणों सहित वर्णन कीजिए ।
3. Differentiate between extensive and routine problem solving behaviours in context of consumer behaviour. Do the consumer decision making processes differ in these cases ? Explain with the help of suitable examples.
उपभोक्ता खरीद प्रक्रिया के संबंध में व्यापक और रूटिन समस्या समाधान व्यवहारों में अन्तर स्पष्ट कीजिए । क्या इन मामलों में निर्णयन प्रक्रियायें भिन्न होती हैं ? उचित उदाहरणों द्वारा स्पष्ट कीजिए ।
4. Define Motivation. How can the consumers be motivated for purchase ? Explain with the help of application of two theories of motivation used for motivating the consumers to buy the products or service.

Mcomst Year Question Paper

RC Schank



Mcomst Year Question Paper:

Mcomst Year Question Paper: Bestsellers in 2023 The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous compelling novels captivating the hearts of readers worldwide. Lets delve into the realm of popular books, exploring the fascinating narratives that have enthralled audiences this year. The Must-Read : Colleen Hoovers "It Ends with Us" This touching tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can prevail. Mcomst Year Question Paper : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids compelling storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These popular novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a brilliant and thrilling novel that will keep you speculating until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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