



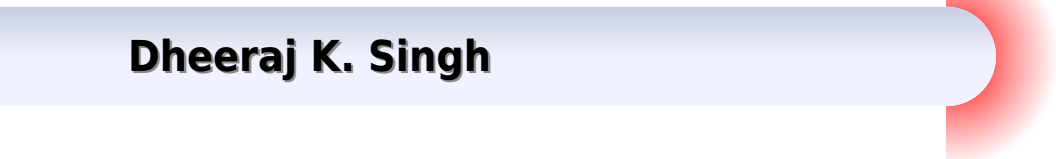
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- (d) What do you mean by 'high involvement' in purchase decision making ?
खरीद निर्णयन में उच्च भागीदारी से आपका क्या तात्पर्य है ?
- (e) What is 'empty nest stage' in family life-cycle ?
पारिवारिक जीवन-चक्र में खाली घोंसला मंच क्या है ?
- (f) Define 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

Dheeraj K. Singh



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CBSE Class 12 Biology Previous Year Solved Paper Code 004 Chapterwise Questions with Videos and Online Test Papers
Jaishree Soni, 2025-08-01 We are pleased to present this compilation of CBSE Class 12th Biology Previous Year Solved Paper Code 004 Chapterwise Questions with Videos and Online Test Papers designed to help students prepare efficiently and strategically for their board examinations This book is structured to provide a clear understanding of each chapter by organizing previous years questions in a systematic topic wise format as per the latest CBSE syllabus and exam guidelines Biology is a subject that requires both theoretical clarity and the ability to apply concepts accurately in exams To bridge this gap we have provided thoroughly solved questions from actual board exams arranged chapter by chapter so students can strengthen their understanding one concept at a time

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