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14 (SEM-II) COM 2016

2025

COMMERCE

Paper : COM-2016

(Economic Legislations)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

Question No. 1, 2, 3 and any four from the rest.

1. Answer as directed : 1×5=5

(a) Which of the following is NOT considered an anti-competitive agreement under the Competition Act ?

(A) Price fixing

(B) Market sharing

(C) Bid rigging

(D) Joint ventures for research

(Choose the most appropriate option)

b) Who appoints the Chairperson and members of the Competition Commission of India ?

(A) The President of India

(B) The Prime Minister of India

(C) The Ministry of Finance

(D) The Chief Justice of India

(Choose the most appropriate option)

(c) The Competition Act, replaced which earlier legislation ?

(A) MRTP Act, 1969

(B) FERA

(C) Companies Act, 1956

(D) Weights and Measures Act, 1976

(Choose the most appropriate option)

d) What is the punishment for the offence of money laundering under Prevention of Money Laundering Act (PMLA) ?

(A) Imprisonment upto 1 year

(B) Fine only

(C) Imprisonment of 3 to 7 years and fine

(D) No specific punishment

(Choose the most appropriate option)

e) 'Proceeds of Crime' under PMLA refers to —

(A) Legitimate business income

(B) Income from agriculture

(C) Any property derived from criminal activity related to scheduled offence

(D) Government subsidy

(Choose the most appropriate option)

2. Give very brief answer to the following questions : **(any five)** 2×5=10

(a) Who is an 'authorised person' as per the provision of FEMA, 1999 ?

- (b) Define 'public authority' as has been defined in the RTI Act, 2005.
- (c) Define 'air pollution' as has been defined in the Air (Prevention and control of pollution) Act, 1981.
- (d) Define 'sewage effluent' as has been defined in the Water (prevention and Control of pollution) Act, 1974.
- (e) What is meant by 'commodity in packaged form' as per the Legal metrology Act, 2009.
- (f) Define 'occupies' in relation to a factory or business premise as per air (Prevention and Control of Pollution) Act, 1981.

3. Give brief answer (in about **100 to 150 words**) to the following questions : **(any five)**

5×5=25

- (a) State the objectives of Securities and Exchange Board of India Act, 1992.

- (b) Mention the provisions relating to the establishment of 'State Water Laboratory' under section 52 of the Water (Prevention and Control of Pollution) Act, 1974.
- (c) What are current account transactions as per FEMA, 1999 ?
- (d) Define 'Legal Metrology' as per section 2(g) of the Legal Metrology Act, 2009. Mention the key aspects of Legal Metrology.
- (e) What are the main objectives of Foreign Exchange Management Act (FEMA), 1999 ?
- (f) How are the 'proceeds of crime' identified and dealt in with under prevention of Money Laundering Act, 2009 ?
- (g) State the powers of the Competition Commission of India (CCT) under the Competition Act, 2002.

4. Describe the powers of 'Controller' under the Legal Metrology Act, 2009. 10
5. State the functions of State Pollution Control Board (SPCB) regarding prevention and control of air pollution under the Air (Prevention and Control of Pollution) Act, 1981. 10
6. Define 'Combination' as has been defined in the Competition Act, 2002. Explain the procedure of 'regulation of combination' by Competition Commission of India. 4+6=10
7. Describe the 'adjudication process' under the provision of Prevention of Money Laundering Act (PMLA), 2002. What is the role of 'Appellate Tribunal' in this regard? 5+5=10
8. Describe the role and function of National Green Tribunal regarding environmental protection in India. 10

9. State the functions of the State Information Commission under the Right to Information Act (RTI), 2005. 10

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14 (SEM-II) COM 2026

2025

COMMERCE

Paper : COM-2026

(Organisation Behaviour)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

SECTION : A

(Multiple-choice Questions)

Answer the following multiple-choice questions by selecting the most appropriate option : $1 \times 5 = 5$

- (i) Which motivation theory emphasizes the role of three needs—Achievement, Affiliation, and Power—as primary drivers of behaviour?

- (A) Maslow's Hierarchy of Needs
- (B) McClelland's Theory of Needs
- (C) Herzberg's Two-Factor Theory
- (D) Self-Determination Theory

(ii) The Big Five Personality trait that refers to an individual's tendency to be organized, dependable, and achievement-oriented is :

- (A) Agreeableness
- (B) Openness to Experience
- (C) Conscientiousness
- (D) Emotional Stability

(iii) Which of the following reinforcement types involves the *removal* of an unpleasant stimulus to increase desired behaviour ?

- (A) Punishment
- (B) Extinction

- (C) Positive Reinforcement
- (D) Negative Reinforcement

(iv) In the stages of group development, the phase marked by tension and conflict among group members is :

- (A) Forming
- (B) Storming
- (C) Norming
- (D) Performing

(v) According to Robbins and Judge, which of the following is a characteristic of transformational leadership ?

- (A) Focus on rules and procedures
- (B) Transactional exchange of rewards
- (C) Inspiring vision and intellectual stimulation
- (D) Passive management-by-exception

SECTION : B

(Short Answer Questions)

Answer **any five** questions. Each question carries 5 marks. $5 \times 5 = 25$

1. Explain the role of organizational rituals, symbols, and language in transmitting culture to employees. Support your answer with examples.
2. How can a manager convert conflict into a constructive force within a team?
3. How does dependency influence power relationships in the workplace?
4. Why is transformational leadership considered effective in managing organizational change?
5. How can knowledge of the Big Five personality traits help in building effective teams?

6. What is perceptual selectivity? Mention *any two* factors that influence individual perception in organizations.
7. How do group norms influence the behaviour and performance of individual members?
8. How can positive reinforcement be used to shape desirable employee behaviour?

SECTION : C

(Long Answer Questions)

Answer **any five** questions. Each question carries 10 marks. $10 \times 5 = 50$

1. Discuss the Attribution Theory in the context of organizational behaviour. How do attribution errors affect managerial judgments and employee evaluations?

2. How do models like Fiedler's Contingency Theory and Situational Leadership Theory guide leaders in adapting to varying organizational contexts?
3. Explain how contemporary motivation theories such as Self-Determination Theory and Goal-Setting Theory can be applied to improve employee performance in a knowledge-driven workplace?
4. Analyze the significance of group properties such as norms, roles, status, size, and cohesiveness. How do these elements impact team effectiveness and performance?
5. Explain how different conflict resolution strategies are used in managing workplace conflict. Under what conditions should each strategy be applied?
6. Compare and contrast classical conditioning and operant conditioning as learning theories in organizational behaviour. In what types of workplace situations is each more effectively applied?

7. Hofstede identified six cultural dimensions. Choose *any three* dimensions and explain how they influence managerial practices and employee behaviour in a multinational organization.
8. Artificial Intelligence (AI) is reshaping organizational behaviour. Critically assess the role of AI in areas like recruitment, performance appraisal, and employee engagement. What are the opportunities and ethical concerns?

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14 (SEM-II) COM 2036

2025

COMMERCE

Paper : COM-2036

**(Operations Research and
Computer in Business)**

Full Marks : 80

Time : Three hours

**The figures in the margin indicate
full marks for the questions.**

GROUP-A

(Operations Research)

1. Choose the correct alternatives : $1 \times 5 = 5$
- (a) The general linear programming problem is in standard form, if—
- (i) the constraints are equations
 - (ii) the constraints are inequalities of “ \geq ” type
 - (iii) the constraints are inequalities of “ \leq ” type
 - (iv) None of the above

(b) While plotting constraints on a graph paper, terminal points on both the axes are connected by a straight line because—

- (i) the resources are limited in supply
- (ii) the objective function is a linear function
- (iii) the constraints area linear equations or inequalities
- (iv) All of the above

(c) The solution to a transportation problem with m sources and n destinations is a basic feasible solution, if the number of positive allocations is :

- (i) $m \times n$
- (ii) $m + n + 1$
- (iii) $m + n$
- (iv) $m + n - 1$

(d) The size of a payoff matrix of a game can be reduced by using the principle of :

- (i) Dominance
- (ii) Rotation Reduction
- (iii) Game inversion
- (iv) Game Transpose

(e) Customer behavior in which he moves from one queue to another in a multiple channel situation is

- (i) Balking
- (ii) Reneging
- (iii) Jockeying
- (iv) Alternating

2. Answer **any three** questions : $5 \times 3 = 15$

(a) What is the role of Operations Research in managerial decision-making ?

(b) A paper mill produces two grades of paper : bond paper and kraft paper. Because of raw material restrictions it cannot produce more than 400 tons of bond paper and 300 tons of kraft paper in a week. There are 160 production hours in a week. It requires 0.2 hours and 0.4 hours to produce a ton of bond paper and kraft paper respectively with corresponding profits of Rs. 200 and Rs. 500 per ton. Formulate the above as an LPP to maximize profit and find the optimal product mix.

- (c) Use graphical method to solve the following LPP:

$$\text{Maximize } Z = 6x_1 + 4x_2$$

subject to the constraints

$$-2x_1 + x_2 \leq 2$$

$$x_1 - x_2 \leq 2$$

$$3x_1 + 2x_2 \leq 9$$

$$x_1 \geq 0, x_2 \geq 0$$

- (d) Solve the following payoff matrix; determine the optimal strategies and value of the game.

$$\begin{pmatrix} 5 & 1 \\ 3 & 4 \end{pmatrix}$$

- (e) Explain the different elements of the Queuing System? What are the most common Queue Disciplines?
3. (a) Define a basic solution of an LPP. Use simplex method to solve the following LPP:

$$2+5=7$$

$$\text{Maximize } Z = x_1 + x_2 + 3x_3$$

subject to the constraints

$$3x_1 + 2x_2 + x_3 \leq 3$$

$$2x_1 + x_2 + 2x_3 \leq 2$$

$$x_1, x_2, x_3 \geq 0$$

- (b) How do you convert an unbalanced transportation problem into a balanced one?

Find an initial solution to the following transportation problem using Vogel's Approximation Method: $2+6=8$

		Destinations				Supply
		D ₁	D ₂	D ₃	D ₄	
Factory	F ₁	3	3	4	1	100
	F ₂	4	2	4	2	125
	F ₃	1	5	3	2	75
	Demand	120	80	75	25	300

4. (a) What is the objective of assignment problem? Solve the following assignment problem using Hungarian Method. $2+5=7$

Jobs	Machine			
	M ₁	M ₂	M ₃	M ₄
J ₁	5	7	11	6
J ₂	8	5	9	6
J ₃	4	7	10	7
J ₄	10	4	8	3

- (b) What are the *four* ways in which customers behave in a queue?

In a railway marshalling yard, goods train arrive at a rate of 30 trains per day. Assuming that inter-arrival time and the service time distribution follows an exponential distribution with an average of 36 minutes. Calculate the following:

- (i) The mean queue size.
(ii) The probability that queue size exceeds 10.
(iii) If the input of the train increases to an average of 33 per day, what will be the changes in (i) and (ii)?
 $2+2+2+2=8$

Or

Discuss the different characteristics of a game. Explain the dominance property as used in Game Theory.

$$4+4=8$$

GROUP-B

(*Computer in Business*)

5. Explain the System Development Life Cycle (SDLC) in detail. Discuss its phases with suitable examples. 10

Or

Describe the role of a System Analyst in an organization. What are the essential skills and responsibilities of a system analyst?

$$4+6=10$$

6. What is a Data Flow Diagram (DFD)? Draw a Level 0 and Level 1 DFD for a Library Management System. 1+4=5

Or

Discuss Feasibility Study. What are its types and how do they influence project selection?

$$2+3=5$$

7. Define the term 'system'. What are the characteristics of a good system? 2+3=5
8. Define SSL certificate. Why is it important in e-commerce? 2+3=5
9. What is a digital signature? How does it ensure message integrity and non-repudiation? 2+3=5

Or

Describe the working of Two-Factor Authentication (2FA) and Multi-Factor Authentication (MFA). How do they enhance system security? 3+2=5

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14 (SEM-II) COM 2046

2025

COMMERCE

Paper : COM-2046

(Advanced Financial Managements)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Select the most appropriate answer from the choices given in following questions :

1×5=5

(a) The percentage change in operating profit resulting from the percentage change in sales is known as

(i) Degree of combined leverage

(ii) Degree of operating leverage

(iii) Degree of working leverage

(iv) Degree of financial leverage

(b) Cost of retained earning is the _____ cost of dividend foregone by the shareholders.

(Fill in the gap with appropriate answer)

(i) equity capital

(ii) sunk

(iii) real

(iv) opportunity

(c) Degree of combined leverage can also be determined

(i) $\text{Contribution} \div [\text{Earning before Interest and Tax} - \text{Interest}]$

(ii) $[\text{Earning before Interest and Tax}] \div [\text{Contribution} - \text{Interest}]$

(iii) $[\text{Earning before Interest and Tax}] \div [\text{Earning before Interest and Tax} - \text{Interest}]$

(iv) $\text{Dividend} \div [\text{Earning before Interest and Tax}]$

(d) Reorder level under inventory management can be determined as follow _____.

(Fill in the gap with appropriate answer)

(i) $\text{Maximum consumption} \times \text{Maximum reorder period}$

(ii) $\text{Minimum consumption} \times \text{Maximum reorder period}$

(iii) $\text{Reorder period} \times \text{Maximum level} - \text{Minimum level}$

(iv) $\text{Maximum level} - \text{Minimum level}$

(e) Under Capital Asset Pricing Model diversifiable risk is known as

(i) systematic risk

(ii) unmanageable systematic risk

(iii) manageable systematic risk

(iv) unsystematic risk

2. Write the answer any of the following in brief : **(any seven)** $5 \times 7 = 35$

(a) How is the time value of money significant for decision-making in financial management?

(b) How do the information of cost of capital assist in financial decision-making?

(c) How is beta estimation related to cost of capital?

(d) What are the differences in operating leverage, financial leverage and combined leverage?

(e) What is financial structure? How is it different from capital structure?

$2 + 3 = 5$

(f) What are the different forms of dividend?

(g) What are the key components of receivable management?

(h) What is working capital cycle? Why is it significant? $3 + 2 = 5$

(i) How does corporate restructuring contribute to business finance?

3. Elucidate the emerging role of finance manager in different functional areas of finance. 10

Or

Critically review the wealth maximisation as a goal of financial management.

4. What is the basic difference of cost of equity capital and cost of retained earning? Explain the dividend approach model of cost of equity capital. $3 + 7 = 10$

Or

Elucidate the traditional approach of capital structure theory. 10

5. From the following information calculate the profitability index of two projects and give your opinion :

	Project K	Project L
Initial Investment	Rs. 20,00,000	Rs. 30,00,000
Scrap value	50,000	1,00,000
Estimated life	5 yrs.	5 yrs.

The profit before depreciation and after taxes (cash flows) are as follows :

	Yr. I (Rs)	Yr. II (Rs)	Yr. III (Rs)	Yr. IV (Rs)	Yr.V (Rs)
Project K	4,50,000	10,50,000	10,00,000	3,00,000	2,50,000
Project L	15,00,000	15,00,000	5,00,000	3,00,000	2,00,000

[Assuming that the discount rate is 10%]

Present value of Re 1 at 10% discount rate.

Yr. I	Yr. II	Yr. III	Yr. IV	Yr. V
0.909	0.826	0.751	0.683	0.627

$$8+2=10$$

Or

Critically analyse the principle of working capital management.

10

6. What is dividend pay out ratio? Analyse the MM hypothesis of dividend decision.

$$2+8=10$$

Or

What are the significance of acquisition and combinations under corporate restructuring? Explain the motives of merger.

$$4+6=10$$

Total number of printed pages-7

14 (SEM-II) COM 2056

2025

COMMERCE

Paper : COM-2056

(Security Analysis and Portfolio Management)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

Answer **all** questions as directed.

1. Select the most appropriate answer from the multiple choices given against each :
1×5=5

(i) Which of the following risk can be diversified ?

- (A) Systematic risk
- (B) Unsystematic risk
- (C) Both systematic and unsystematic risk
- (D) None of the above

(ii) The underlying asset of a derivative contract can be _____.

- (A) equity
- (B) interest rate
- (C) commodities
- (D) All of the above

(iii) Which of the following statements regarding risk-averse investor(s) is/are NOT TRUE ?

- (A) They only accept risky investments that offer risk premiums over the risk-free rate
- (B) They only care about rate of return
- (C) They are willing to accept lower returns and high risk
- (D) Both (B) and (C)

(iv) The measure of risk under the Capital Asset Pricing Model is :

- (A) Standard Deviation of returns
- (B) Variance of returns
- (C) Beta
- (D) None of the above

(v) The stage during which the investor looks for opportunities to invest in a company is :

- (A) Pioneering stage
- (B) Expansion stage
- (C) Stagnation stage
- (D) Decay stage

2. Answer the following in about **30-50** words each : $2 \times 5 = 10$

- (a) State the investment objectives.
- (b) How is stock index useful ?
- (c) Define systematic risk.
- (d) State the various phases of portfolio management.
- (e) What are support and resistance level ?

3. Answer **any five** of the following questions in about **150-200** words each : $5 \times 5 = 25$

- (a) Distinguish between security and non-security form of investment.

- (b) Discuss the merits and demerits of the technical analysis.
- (c) Discuss the principles of the Dow Theory in brief.
- (d) Explain the method of measuring portfolio risk.
- (e) How is 'beta' useful in the investment decisions ?
- (f) State the meaning and importance of 'portfolio revision'.
- (g) Distinguish between Security and Capital Market Line.
- (h) Write a short note on Call Option and Put Option.

4. Define 'investment' and discuss the factors considered by an investor in taking an investment decision. 3+7=10

OR

Compute the index using the market value weighted method and price weighted method for the following available information.

Shares	Outstanding Shares (in the Base Year)	Current Price (INR)	Base Price (INR)
A	5,00,000	104	52
B	6,00,000	82	62
C	4,70,000	90	70
D	3,50,000	120	85

There is no other change in the companies except in company B, which issued bonus shares in the ratio of 1:3. The current price reflects the share price after the bonus share has become effective in the market.

5+5=10

5. Discuss the techniques of economic analysis. How does economic analysis help in investment decisions ? 6+4=10

OR

What are the evidences that support the Efficient Market Hypothesis theory ? Also discuss the arguments raised against the theory. 6+4=10

6. Explain the features of Capital Asset pricing Model and Single Index Model of Portfolio Construction. 5+5=10

OR

The following risk-return combination of five portfolios is available to an investor. Assuming the risk tolerance level for the investor is at 30 percent, rank the portfolios and select the best portfolio for the investor.

Portfolios	A	B	C	D	E
Return (%)	10	18	27	28	30
Risk (%)	15	20	23	24	29

10

7. Distinguish between Sharpe and Treynor indices of portfolio performance. Which one you would like to recommend ? Give reasons in support of your answer. 7+3=10

OR

Discuss the various approaches for portfolio revision. Compare their relative merits and demerits. 5+5=10

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14 (SEM-II) COM 2066

2025

COMMERCE

Paper : COM-2066

(Strategic Human Resource Management)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

(Answer Question Nos. 1, 2 and any five from the rest)

1. Choose the correct answer from the following: 1×5=5

(i) In SHRM, “functional strategic alignment” refers to:

(A) The link between HR functions and external consultants

(B) Alignment between HR and financial strategies

(C) Integration of HR strategy with each department's objectives

(D) Synchronization of HR and production schedules

(ii) Which of the following is a non-strategic approach to compensation management?

(A) Designing compensation with no link to organizational goals

(B) Offering long-term incentives to retain talent

(C) Using job evaluation to align roles with compensation

(D) Providing bonuses for exceeding performance targets

(iii) In SHRM, a strategic compensation system is primarily designed to:

(A) Match competitor pay rates

(B) Reinforce desired employee behaviours aligned with strategic goals

(C) Ensure internal equity only

(D) Minimize payroll processing errors

(iv) Which of the following is a major reason for expatriate failure in international assignments?

(A) Lack of technical skills

(B) Over-qualification

- (C) Inability to adapt to host-country culture
- (D) Too many vacations
- (v) In retail SHRM, employee engagement strategies are particularly critical because :
- (A) Retail jobs are typically overpaid
- (B) Employees rarely interact with customers
- (C) Most retail work is automated
- (D) Frontline employees directly influence customer experience and brand perception

2. Write short notes on **any five** of the following in about **150-200** words each : $5 \times 5 = 25$
- (i) Balance scorecard
- (ii) Executive compensation
- (iii) HRM practices in retail sector
- (iv) HR Audit Process
- (v) Expatriation vs Repatriation
- (vi) Workforce diversity
- (vii) Virtual teams in International HR
3. Evaluate the impact of technology on Human Resource Management (HRM). How advancements such as AI, automation, and HR analytics have transformed traditional HR functions? What are the broader implications on organizational efficiency and employee relations ? $3+3+4=10$

4. Discuss the key challenges HR managers face in managing culturally and demographically diverse workforce in today's globalized business environment. What strategic HR practices can be adopted to effectively manage these challenges and enhance collaboration in the workplace? 5+5=10

5. Critically analyse the relationship between performance management and employee development in the context of strategic HRM. How can performance evaluation be used to identify employees' strengths, areas for improvement, and development needs.

5+5=10

6. Discuss the strategic challenges faced in international human resource management. How do these issues differ from those in domestic HRM? 5+5=10

7. How does culture affect global recruitment of human resources? Support your answer with suitable examples from the Indian milieu. 10

8. Distinguish between HR Accounting and HR Audit. What objectives does this process fulfil in an organisation? Elaborate. 5+5=10

Total number of printed pages-7

14 (SEM-II) COM 2076

2025

COMMERCE

Paper : COM-2076

**(Marketing Research and
Consumer Behaviour)**

Full Marks : 80

Time : Three hours

**The figures in the margin indicate
full marks for the questions.**

Answer **all** questions.

1. Choose the correct answers from the options given below: $1 \times 7 = 7$

(i) A _____ consists of a sample of respondents, generally households that have agreed to provide information at specified intervals over our extended period.

(a) Panel

(b) Cohort

- (c) Pilot
 - (d) Cluster
- (ii) Consumers who feel that it is inappropriate or wrong to purchase foreign-made products because of the resulting economic impact on the domestic economy are
- (a) Globetrotter
 - (b) Ethnocentric
 - (c) Dogmatic
 - (d) Compulsive
- (iii) _____ are companies that collect and sell common pools of data of known commercial value, designed to serve information needs shared by a number of clients.
- (a) Internet services
 - (b) Customized services
 - (c) Field services
 - (d) Syndicated services

- (iv) A telephone directory, a mailing list, an attendance register of students, the list of voters of a constituency are examples of which of the following?
- (a) Sample size
 - (b) Sampling frame
 - (c) Stratified sample
 - (d) Sampling error
- (v) The process by which we select a word or symbol or visual image to represent a perceived object is known as
- (a) Encoded
 - (b) Retrieval
 - (c) Cognitive Learning
 - (d) Rehearsal
- (vi) Using ideas, writings and analysis of others without acknowledgement is known as
- (a) Research ethics
 - (b) Plagiarism

(c) Data mining

(d) Data infringement

(vii) When advertisers put advertisements together they make sure that the musical background does not overwhelm the jingle and the background of an advertisement does not detract from the product. Which principle of perceptual organisation do they follow in doing so?

(a) Closure

(b) Grouping

(c) Figure-ground

(d) Projection

2. Write short notes on : **(any five)** $5 \times 5 = 25$

(a) Exploratory Research Design

(b) Focus group interview

(c) Characteristics of Scientific research

(d) Scope of marketing research

(e) Lifestyle Marketing

(f) Social class and its impact on buying behaviour

(g) Elements of Consumer learning

(h) Role of cultural emblems in multi-cultural marketing

3. How is research in social sciences different from that in physical sciences? Elaborate the factors that have contributed to the growth of marketing research worldwide.

$6+6=12$

Or

Define 'hypothesis' using relevant examples. Why is it important to define the marketing research problem appropriately? What are the various methods used by a researcher to identify the research problem?

$3+4+5=12$

4. Define Cluster Sampling. What are the precautions to be taken while conducting a study based on secondary sources of data? Also, discuss the demerits of using observation method to collect data.

$3+4+5=12$

Or

Discuss about the guidelines to be followed while phrasing a question in the questionnaire. In a typical report outline, what are the points to be included in the methodology section. $6+6=12$

5. How has language, symbols, rituals and Indian core values shaped the behaviour of the Indian consumer? What are the different types of reference groups? Explain the factors which influence a reference group's impact on consumer behaviour. $5+3+4=12$

Or

Explain the role of children in influencing a family's consumption behaviour. Also highlight the different markets into which they can be divided. How does the family influence the consumer socialisation of children? $7+5=12$

6. Explain Kotler's *five* stage buying decision model. 12

Or

"Perception is the essence of branding strategies undertaken by marketers." Explain.

Also, describe the brand personality traits identified by Aaker. $6+6=12$
