

Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education

Assignment No:-	2	Name of the Assignment Setter:-		Mr.SACHIN S. SHINDE	
Course:-	CBCS 2019	Class:-	F.Y. B.COM	Semester:-	II

Subject:-	Marketing II (C231)
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Q1) Attempt ANY ONE of the Following (1000 Words). (10)

- A. Explain the meaning, definitions and importance of Consumer
- B. Discuss the meaning and feature of Agricultural Goods

Q2) Attempt ANY TWO of the Following (800 Words). (10)

- A. Discuss the duties and responsibilities of Consumer
- B. Explain the types of Consumer Goods
- C. Discuss the stages of decision making process
- D. Explain the classification of industrial Goods

Q3) Write Short Notes on (ANY TWO). (10)

- A. Consumer Rights
- B. Industrial Goods
- C. Buying pattern or buying habits
- D. Consumer movement