

- A. True B. False
- l) What is tender? 1
- A) Estimation of cost B) Estimation of profit
- C) Estimation of units D) Estimation of the selling price
- m) Within how many days does the opposite party have to answer after they are informed about the complaint? 1
- A) 30 B) 5 C) 20 D) 15
- n) What is the maximum penalty that can be imposed by the Central Authority for every subsequent contravention, in respect of such false or misleading advertisement, by a manufacturer or an endorser? 1
- (A) One Lakh (B) Ten Lakhs (C) Fifty lakh (D) One crore

Attempt any four questions from Q-2 to Q-8

- Q-2 Attempt all questions (14)**
- A Explain meaning and rights of Consumer. 7
- B Describe meaning and characteristics of Business Market. 7
- Q-3 Attempt all questions (14)**
- A Describe meaning and causes of customer dissatisfaction. 7
- B Define difference between Business Market and Consumer Market. 7
- Q-4 Attempt all questions (14)**
- A Define difference between Retail and Wholesale. 7
- B State meaning, advantages and disadvantages of MRP. 7
- Q-5 Attempt all questions (14)**
- A How to solve customer Satisfaction Problem. 7
- B Explain benefits of Customer Satisfaction. 7
- Q-6 (14)**
- State ways to turn your unhappy customer into a valuable resource.
- Q-7 Attempt all questions (14)**
- A Give reasons why customer satisfaction is importance. 7
- B State importance of Consumer. 7
- Q-8 Attempt all questions (14)**
- A Define effects of customer dissatisfaction on business. 7
- B Give types of Consumers. 7

