



Subject : Integrated Marketing Communication Roll No: .....  
Course : MBA  
Full Marks : 70 Time : 3 Hours.

**Instructions to the Candidates:**

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- Question Paper is divided into Three Parts –A, B & C.
- Part-A is containing 12 multiple choice questions.
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**PART A**

**MULTIPLE CHOICE QUESTIONS**

**(12x1=12)**

1. The first step in IMC Plan process is
  - a) Situational Analysis
  - b) Budget determination
  - c) A review of marketing plan
  - d) Specification of communication objectives
2. The form of advertising which is used to promote banned products, like cigarettes and alcohol, in the disguise of another product is known as:
  - a) Print advertising
  - b) Surrogate advertising
  - c) Artificial Advertising
  - d) Misguided advertising
3. Which of the following is NOT a part of promotion-mix?
  - a) Packaging
  - b) Advertising
  - c) Sales promotion
  - d) Personal selling
4. Why does the Government need to regulate the Advertising?
  - a) To protect the consumers from Unfair Trade Practices
  - b) To check untruthful & deceptive ads.
  - c) To ensure that ads do not give birth to social evils & distort culture.
  - d) All of the above
5. Which act prohibits the indecent representation of women in advertisements.
  - a) Indecent Representation of Females Act, 1982
  - b) Bad Representation of Women Act, 1984
  - c) Indecent Representation of Women Act, 1986
  - d) Insensitive Representation of Women Act, 1986
6. What is the full form of IMC?
  - a) Integrated Marketing Communication
  - b) Integral Market Communication
  - c) Indian Marketing Connect
  - d) Integrated Market Communication

7. The term 'DAGMAR' stands for
- Defining Advertising Goals for Measuring Advertising Results
  - Defining Advantage Goals for Measured Advertising Results
  - Defining Advertising Goals for Measured Advertising Results
  - Deploying Advertising Goals for Measured Advertising Results
8. Which of the following is NOT a pre-testing tool?
- Association test
  - Paired comparison method
  - Trial area test
  - Eye movement camera test
9. Which of the following is NOT a post-testing tool?
- Sales run test
  - Day after recall test
  - In-home projection test
  - Split run test
10. Which of the following is NOT a kind of Outdoor media?
- Sandwich men
  - Catalogue
  - Vehicle Advertising
  - Posters
11. Which of the following is NOT a Media scheduling strategy?
- Continuous Option
  - DAGMAR Approach
  - Flighting Option
  - Pulse Option
12. Full form of OOH Media
- Out of Honesty
  - Out of Home
  - Outdoor of Home
  - Option of Home

### PART B

#### ANSWER ANY FOUR OUT OF SIX

(4x7=28)

- Why is Marketing Communication termed as 'Integrated' Marketing Communication?
- Explain the practical implications of AIDA Model.
- 'Integrated Marketing Communication revolves around 3 prime objectives'. Explain the statement.
- What are the various kinds of Media available for the promotion?
- 'Advertising is beneficial to various stakeholders.' Illustrate the statement.
- 'An Ad-Agency is a multi-functional organization.' Explain the statement.

### PART C

#### ANSWER ANY TWO OUT OF FOUR

(2x15=30)

- 'Advertising can be of various types'. Elaborate the statement with examples.
- "DAGMAR Approach is an essential element of study for a marketer". Explain with examples.
- You have been appointed as the MarCom Manager for the E-book reading device called "KINDLE". Design an IMC Plan for them.
- Compare the Advertising Plans of any two competitive brands, of any product category.



3<sup>rd</sup> Semester Examination -2021-22

Subject : Performance Management  
Course : MBA  
Full Marks : 70

Roll No. : .....  
Time : 3 Hours.

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**PART A**

**MULTIPLE CHOICE QUESTIONS**

(12x1=12)

1. The performance appraisal measurement error, in which the prejudices of the rater distort the results of rating is classified as –
  - a. Rater Bias
  - b. Halo Effect
  - c. Contrast Error
  - d. Sampling Error
2. “He is not formally dressed up in the office. He may be casual at work too!” This is an example of \_\_\_\_\_ bias.
  - a. Halo Effect
  - b. Central Tendency
  - c. Horn Effect
  - d. Stereotyping
3. \_\_\_\_\_ is not a step of Performance Appraisal.
  - a. Communicating Standards
  - b. Comparing actual with standards
  - c. Discussing the results
  - d. Adjusting the standards
4. Which of the following is not an objective of Performance Appraisal?
  - a. Assessment of Performance
  - b. Measuring the Efficiency
  - c. Maintaining Organizational Control
  - d. Designing Organizational Goal
5. The ‘Unclear Standards’ results in -
  - a. Unfair Appraisals
  - b. Fake Appraisals
  - c. True Appraisals
  - d. Both A and B
6. When appraisals are made by superiors, peers, subordinates and clients then it is called \_\_\_\_\_.
  - a. 360 degree feedback
  - b. 180 degree feedback
  - c. Self – appraisal
  - d. None of the above
7. The rater is forced to answer the ready-made statements, about the employees in terms of true or false. This method of performance appraisal is known as -
  - a. Forced distribution
  - b. Rating scale
  - c. Forced choice
  - d. Checklist

8. Which of the following is not a Performance Appraisal Bias?
- a. Halo Effect
  - b. Central Tendency
  - c. Personal Biases
  - d. Wrong Survey
9. Which is the biggest challenge faced while conducting performance appraisal?
- a. Evaluating performance of self - managed teams
  - b. Presence of a formal appeal process
  - c. Appraisals based on traits are to be avoided
  - d. None of the above
10. The focuses of psychological appraisals are on \_\_\_\_\_.
- a. Future potential
  - b. Actual performance
  - c. Past performance
  - d. None of the above
11. Which performance appraisal methods consumes a lot of time?
- a. Essay method
  - b. Rating Scales
  - c. Critical incident
  - d. Tests and Observation
12. What do behaviorally anchored scales represent?
- a. The scales are anchored by descriptions of actual job behavior
  - b. Superiors would feel comfortable to give feedback
  - c. A range of descriptive statements of behavior varying from the least to the most effective
  - d. None of the above

### **PART B**

#### **ANSWER ANY FOUR OUT OF SIX**

(4x7=28)

1. What is Feedback? Discuss its types in brief.
2. Discuss the aims of Performance Management System.
3. Explain the necessity of Performance Management System in the modern organizational context.
4. Enumerate and briefly discuss the modern methods of Performance Management and Appraisal System.
5. Discuss the arguments for and against performance management.
6. What are the dimensions of Performance Management? Explain.

### **PART C**

#### **ANSWER ANY TWO OUT OF FOUR**

(2x15=30)

1. Linking performance management with Reward System is very crucial for achieving organizational goals. Comment.
2. Elaborate the process of a 360-degree appraisal system.
3. Define the Role of managers at different levels in 360-degree appraisal system.
4. Enumerate the various purpose of Performance Management.



**3rd Semester Examination –2021-22**

Subject : Sales & Distribution Management Roll No : .....  
Course : MBA  
Full Marks : 70 Time : 3 Hours.

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**PART A**

**MULTIPLE CHOICE QUESTIONS**

**(12x1=12)**

1. Selling is \_\_\_\_\_
  - a. Different from marketing
  - b. A sub-function from marketing
  - c. Same as marketing
  - d. More than marketing
2. Market Driven Organization means –
  - a. Right Product
  - b. Right Price
  - c. Right Time
  - d. All these
3. Profit in Selling Concept comes from –
  - a. Volume of Products sold
  - b. Selling Scheme
  - c. People involved
  - d. None
4. Market Development is an activity in which a company tries to sell –
  - a. Existing Product New Group of Customers
  - b. Existing Product to Existing Customers
  - c. New Product to Existing Customers
  - d. New Products to New Customers
5. Projection on the basis of past records is a method of
  - a. Value Analysis
  - b. Sales Forecasting
  - c. Standard Appraisal
  - d. Sales MBO
6. Of the 4P's of marketing, 3 are product, price and promotion, which is the 4<sup>th</sup> P?
  - a. Person
  - b. People
  - c. Place
  - d. Pride
7. Retailing is
  - a. A shop dealing with different products
  - b. Making the transaction of goods between seller and end user
  - c. Making the goods available to sale
  - d. None of these

8. Market size analytics is the process of
  - a. Working out how large the market is for your products and services
  - b. Whether there is sufficient growth potential
  - c. Both the Above
  - d. None of the Above
9. Demand forecasting is an area of
  - a. Predictive analytics
  - b. Estimate the quantity of a product or service your consumers are likely to buy
  - c. Involves activities to looks at historical sales data or current data from test markets
  - d. All the Above
10. Market Driven Organizations keep \_\_\_\_\_ First across the functions of organization-
 

a. Product	b. Process
c. Market	d. Customer
11. Pricing analytics involves
  - a. Analyzing price sensitivity in market segments
  - b. Especially useful in highly competitive markets where everything that can be done has been done.
  - c. Pricing analytics requires data mining and the development of forecasting models and algorithms.
  - d. All of the Above
12. Team leaders typically are the ones who
  - a. Provide on-the-job training and new-hire orientation to the departmental or team processes.
  - b. Takes the Job done and Goals Achieved by any means from the Team
  - c. Do talk about Goals and Profit of Company
  - d. All the Above

### PART B

**ANSWER ANY FOUR OUT OF SIX**

(4x7=28)

1. Differentiate between Marketing and Selling.
2. How is Sales presentation role important in selling?
3. What is selling process and what are its objectives.
4. "Sales budget is the blueprint for sales. "Elucidate.
5. What are the Roles and responsibilities of sales manager?
6. What is Personal selling what are the steps involved in Personal Selling?

### PART C

**ANSWER ANY TWO OUT OF FOUR**

(2x15=30)

1. Describe nature, functions and Scope of Sales Management
2. Write short notes on the following:
 

a) Sales Management	b) Personal selling
c) Objectives of Sales Management	d) Sales Quota                      e) Sales Territory
2. Describe how channel members are selected, motivated and evaluated for effective Implementation and results from distribution system.
3. "Sales manager's job is one of the most complex and challenging one in an organization." Explain with reference to his responsibilities.
4. Discuss why it is important for an organization to set sales objectives objectives and sales budget.



3<sup>rd</sup> Semester Examination –2021-22

Subject : Taxation  
Course : MBA  
Full Marks : 70

Roll No: .....

Time : 3 Hours.

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**PART A**

**MULTIPLE CHOICE QUESTIONS**

(12x1=12)

1. The principal that states about the time of tax to be paid is:  
a) Canon of Equality  
b) Canon of Certainty  
c) Cannon of Economy  
d) Canon of Convenience
2. Income which accrue or arise outside India but are received directly into India are taxable in case of:  
a) Resident only  
b) Both ordinary resident and not ordinary resident  
c) Non-Resident  
d) All the assesses
3. The Municipal Value of a house is Rs. 1,00,000; Fair Rent is Rs. 1,20,000; Standard Rent is Rs. 1,10,000; Rent Received or Receivable is Rs. 1,40,000; Municipal Tax paid @ 10%. What would be the Annual Value of the house?  
a) Rs. 90,000  
b) Rs. 1,00,000  
c) Rs. 1,30,000  
d) Rs. 1,26,000
4. Unrealized rent is a deduction from:  
a) Gross Annual Value  
b) Net Annual Value  
c) Income from the head house property  
d) None of the above
5. While calculating the Business Income, 'Depreciation' is allowed in case of:  
a) Tangible assets only  
b) Intangible assets only  
c) Tangible & Intangible assets  
d) Tangible assets and goodwill
6. If unlisted debentures are sold after 12 months but before 36 months, the capital gain arising from such sale is a:  
a) Short-term Capital Gain  
b) Long-term Capital Gain  
c) Incomplete Information  
d) None of the above
7. Winning from lotteries, crossword puzzles, horse races & card games, etc. are casual income & hence:  
a) Fully exempt  
b) Exempt upto Rs. 5,000  
c) Fully Taxable  
d) Exempt upto Rs. 10,000

8. An individual has received a gift of Rs. 60,000 each during the previous year from his two friends, the amount taxable under the head income from the other sources shall be:
  - a) Rs. 20,000
  - b) Rs. 1,20,000
  - c) NIL
  - d) Rs. 70,000
9. Short-term capital loss of particular assessment year can be set off in the same assessment year from:
  - a) Short-term capital gain only
  - b) Long-term capital gain only
  - c) Long-term or Short-term capital gain
  - d) Any of the above gain
10. Deduction u/s. 80C is allowed to the maximum of:
  - a) Rs. 1,00,000
  - b) Rs. 1,40,000
  - c) Rs. 1,50,000
  - d) Rs. 2,00,000
11. What are the taxes levied on an Intra-State Supply?
  - a) CGST
  - b) SGST
  - c) CGST & SGST
  - d) IGST
12. Supply of two or more taxable supplies naturally bundled and supplied is called
  - a) Mixed supply
  - b) Composite supply
  - c) Common supply
  - d) Continuous supply

### PART B

#### ANSWER ANY FOUR OUT OF SIX

(4x7=28)

1. Discuss the canons of taxation and comment on its significance in India.
2. Name the different types of provident funds. Can a non-salaried person be a member of a provident fund? If so, name the fund and discuss its details.
3. What deductions are available u/s. 24 while calculating income from house property? Explain with proper examples, the process of calculating the net income from house property.
4. During the financial year 2020-21 Mr. Dutta had the following income:
  - a. Salary income received in India for services rendered in Canada Rs 3,90,000
  - b. Income from profession in India, but received in Japan Rs. 3,60,000
  - c. Property in Uganda (out of which Rs 2,40,000 was remitted to India). Rs. 5,00,000
  - d. Agricultural income in Uganda Rs. 1,60,000
  - e. Profits from a business carried on at Nepal but controlled from India Rs. 2,20,000
 Compute the income of Mr. Dutta for the assessment year 2020-21 if he is
  - i) resident and ordinary resident,
  - ii) Not ordinary resident, and
  - iii) Non-resident in India
5. From the following particulars of Shri Ram Kishan, a manager of a firm, compute his taxable income from salary for the assessment year 2020-21.

	Rs.
i) Basic Salary (p.m)	23,400
ii) D.A. ((included in Salary for retirement benefits) p.m.)	4,000
iii) Own Contribution towards recognized provident fund (p.m.)	2,880
iv) Employer's Contribution towards recognized provident fund (p.m.)	2,880
v) Interest on RPF @ 13% (p.a.)	46,800
vi) HRA (Rs. 7,200 p.m.), Rent Paid for house at Delhi (pm.)	13,800
vii) Medical Allowance (p.m.)	1,000
viii) Shri Ram Kisha was also provided with a motor car of 1.3 litre rating for his official as well as private use by the employer. Exps. on running and maintenance including depreciation are -	40,000
ix) Professional Tax paid	800



6. The following incomes are received by Mr. Mohan during financial year 2019-20:

	<u>Rs.</u>
a. Director's fees	2,000
b. Income from agricultural land in Pakistan	5,000
c. Ground rent for land in Pathankot	10,000
d. Interest on Postal Savings Bank A/c	100
e. Interest on deposits with IFCI	500
f. Dividend from a foreign company	700
g. Rent from sub-letting a house	26,250
h. Rent payable by Mr. Mohan for the sub-let house	12,000
i. Other expenses on sub-let-house	1,000
j. Winnings from horse-race (gross)	12,300
k. Interest on securities (gross)	4,000

You are required to calculate Income from other sources of Mr. Mohan for the assessment year 2020-21.

**PART C**

**ANSWER ANY TWO OUT OF FOUR**

(2x15=30)

1. R furnishes the following particulars of his income for the previous year 2019-20:

Sl. No.	Particulars	Amount
1	Income from Salary (computed)	68,000
2	Income from house A	36,000
3	Loss from house B	24,000
4	Loss from house C	22,000
5	Profit from business A	60,000
6	Profit from business B	70,000
7	Profit from share business (speculative)	82,000
8	Loss from silver business (speculative)	94,000
9	Short term capital loss on sale of land	44,000
10	Income from Card Games	22,000
11	Winnings from lotteries (gross)	60,000
12	Income from horse races in Delhi (Gross)	40,000

- a) Computer the Gross Total Income of R for the assessment year 2020-21.
  - b) Calculate his tax liability.
2. Mr. A registered person under GST located in Tamil Nadu, sold goods worth Rs. 10,000 after manufacture to Mr. C of Chennai. Subsequently, Mr. C sold these goods to Mr. H of Hyderabad for Rs. 17,500. Mr. H being a trader finally sold these goods to customer Mr. S of Secunderabad for Rs. 30,000.  
Applicable rates of CGST = 9%, SGST = 9% and IGST = 18%  
Find the net tax liability of each supplier of goods and revenue to the government.
3. R owns 3 house properties situated in Delhi. The particular of the houses are as under:

Particulars	House 1	House 2	House 3
	Rs.	Rs.	Rs.
Municipal Value	1,00,000	1,50,000	2,00,000
Fair Rent	1,40,000	1,80,000	2,40,000
Standard Rent	1,20,000	2,00,000	NIL
Actual Rent (p.m.)	12,000	17,500	21,000
Period of vacancy	Nil	1 month	6 months
Municipal taxes for the year	20% of M.V.	40,000	50,000
Municipal tax paid during the year	20,000	80,000	30,000

- a) Compute the income under the head house property of all the three properties.  
b) If Mr. R owns all three houses for his residential purpose, comment on his tax liability.
4. M Ltd. owns the following assets on 01.04.2019:

Assets	WDV as on 01.04.2019 (Rs.)	Rates of Depreciation (%)
Building A	10,20,000	10
Building B	5,40,000	10
Building C	6,35,000	10
Building D	2,60,000	5
Building E	3,10,000	5
Machinery A	60,000	15
Machinery B	1,82,000	15
Machinery C	1,65,000	30
Machinery D	4,000	30
Machinery E	50,000	30
Furniture A	1,10,000	10
Furniture B	8,000	10

The following assets are acquired by the company during the previous year 2019-20:

Assets	Actual Cost (Rs.)	Rate of Depreciation (%)	Date of acquisition
Building F	5,40,000	10	14.5.2019
Machinery F	1,12,000	15	15.5.2019
Machinery G	40,000	15	16.7.2019
Machinery H	62,000	15	21.9.2019
Machinery I	16,000	30	21.9.2019
Patents	40,000	25	15.4.2019
Technical Know-how	60,000	25	17.5.2019
Car Y	5,00,000	30	Acquired on 5.0.2019 and put to use immediately

The following assets are sold by the company during the previous year 2019-20:

Assets	Sale Consideration (Rs.)	Date of Sale
Machinery C	1,10,000	02.09.2019
Building D	4,00,000	21.10.2019
Machinery E	80,000	28.03.2020

Determine the depreciation for the assessment year 2020-21.



**3rd Semester Examination –2021-22**

Subject : Consumer Behaviour Roll No : .....  
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**PART A**

**MULTIPLE CHOICE QUESTIONS**

(12x1=12)

1. First step in basic model of Consumer Decision making start with
  - a. Purchase
  - b. Information Search
  - c. Need
  - d. Evaluation of Alternatives
2. The buying process starts when the buyer recognizes a
  - a. Product or Service
  - b. Shop or Market
  - c. Need or Problem
  - d. Money or Status
3. The final stage in the consume decision making model is
  - a. Pre-Purchase
  - b. Post Purchase
  - c. Evaluation of Alternative
  - d. Purchase
4. The customer or consumer is \_\_\_\_\_when actual performance exceeds the expected performance of the product.
  - a. Happy
  - b. Satisfied
  - c. Dissatisfied
  - d. Delighted
5. Soft drinks, ice creams, chocolates and biscuits are products that fall under \_\_\_\_\_ buy category
  - a. Impulsive
  - b. Deliberate
  - c. Convective
  - d. Corrective
6. Which of the following is true?
  - a. Consuming refers to decisions about buying products.
  - b. Consumer behaviour is about making people buy things.
  - c. Consuming refers to the ways in which people use products.
  - d. None of the above.
7. The part of perception that deals with rejecting unnecessary stimuli is called \_\_\_\_\_.
  - a. Subjectivity
  - b. Categorisation
  - c. Selectivity
  - d. None of the Above

8. Which of the following is NOT an aspect of cognitive learning?
  - a. Cognitive effort
  - b. Synthesis
  - c. Analysis
  - d. None of the Above
9. In which of the following circumstances is learning most susceptible to management?
  - a. When the learner is highly motivated, and unfamiliar with the domain, and the subject is ambiguous.
  - b. When the learner is not highly motivated, the domain is familiar, and the subject is ambiguous.
  - c. When the subject is ambiguous, the learner is motivated, but he or she is familiar with the domain.
  - d. None of the above is right.
10. A group that significantly influences its members' behaviour is called \_\_\_\_\_.
  - a. A significance group
  - b. A reference group
  - c. An influencer group
  - d. Peer Group
11. Which of the following is NOT true?
  - a. People associate themselves with models who are like them.
  - b. People do not associate themselves with attractive models.
  - c. People prefer models who seem to have difficulty with a task, but succeed eventually.
  - d. All of the Above
12. The view that lower-class people imitate upper-class people is called \_\_\_\_\_.
  - a. Trickle-down theory.
  - b. Imitation theory.
  - c. Class differential theory.
  - d. New Behaviour theory.

### PART B

**ANSWER ANY FOUR OUT OF SIX**

**(4x7=28)**

1. What is attitude? Explain.
2. What are Trait Theory of Personality? How does it affect marketer's decisions in Consumer Behaviour?
3. 'Salesmanship is persuasion, communication and service'. Explain.
4. What do you mean by learning? What are distributed learning and Mass Learning?
5. What are Culture and Subculture and how they effect in marketing decision making?
6. List out the stages in Consumer Buying Process and Industrial Buying Process?

### PART C

**ANSWER ANY TWO OUT OF FOUR**

**(2x15=30)**

1. What is Family? How Family decision making takes place?
2. What is Maslow's Law of Need Hierarchy? How is Maslow's Law of Need Hierarchy applied in marketing?
3. Write Short Notes on
  - a) Consumer Ethnocentrism
  - b) Self-Concept and Self Image
  - c) Brand Personality
  - d) Fixated Consumer Behaviour
  - e) Compulsive Consumption Behaviour
4. "Profitable Marketing campaign strategies require understanding and use of the science of marketing" explain