

GVM's GGPR College of Commerce & Economics,
Farmagudi- Ponda, Goa.

B.Com (Semester III) Intra Semester Assessment (ISA) I- Test, October 2020

CONSUMER BEHAVIOUR

Duration: 30 minutes

Marks: 10

1. Answer the following

- a. Distinguish between consumer and customer (any 4 points). (2 Mks)
- b. "Business success depends upon knowing its consumer". Give any 4 reasons in support of the statement. (4 Mks)
- c. Explain any 4 characteristics of Indian Consumers. (4 Mks)