

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

B.Com (Semester III) Intra Semester Assessment (ISA) I- Test, August 2019

CONSUMER BEHAVIOUR

Duration: 30 minutes

Marks: 10

Q1. Answer the following question :- (3×2=6)

- a. Briefly explain the nature of Consumer Behaviour.
- b. Discuss the importance of Consumer Behaviour.

Q2. Answer the following question :- (2×2=4)

- a. Explain any two points of differences between Consumer and Customer.
- b. State the four elements of Marketing Mix.