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GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
FARMAGUDI, PONDA –GOA

B.COM. CBCS (SEMESTER III) INTRA SEMESTER ASSESSMENT (ISA-I) TEST, SEPTEMBER 2022
CONSUMER BEHAVIOUR

Duration: 30 minutes

Marks: 10

Q1) Answer any 2 of the following in one sentence each -

2x1= 2 marks

- a) Consumer.
- b) Consumer Behaviour.
- c) Marketing mix.

Q2) Answer any 4 of the following -4x 2= 8 mark

- a) State 4 differences between Consumer and Customer.
- b) State and explain the scope of Consumer Behaviour. **(any 2)**
- c) What is the Importance of Consumer Behaviour?
- d) Explain in brief the nature of Consumer Behaviour. **(any 2)**
- e) Explain with an example the characteristics of Indian consumers. **(any 2)**