

**Goa Vidyaprasarak Mandal's**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS**  
**FARMAGUDI, PONDA – GOA**  
**B.COM. CBCS (SEMESTER-III) Intra Semester Assessment (ISA-I)-Test AUGUST 2023**  
**CONSUMER BEHAVIOUR**

**Time: 30 Minutes**

**Marks: 10**

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Q.1 Answer **ANY TWO** of the following

**(2 X 5 = 10 Marks)**

1. Explain nature of Consumer Behaviour ( **ANY 5 POINTS**)
  2. Write the importance of Consumer Behaviour ( **ANY 5 POINTS**)
  3. Explain the Rights of Consumers in India ( **ANY 5 POINTS**)
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