

BBA-V Semester (2014)
Question Bank
Consumer Behaviour (M.M. - 506)

Unit I

- Q.1 What do you mean by consumer behaviour.
- Q.2 What are the various needs for studying consumer behaviour?
- Q.3 Write down the significances of consumer behaviour?
- Q.4 Explain briefly the process of consumer buying?
- Q.5 Differentiate between consumer behaviour & buyer behaviour.
- Q.6 Write short notes on :-
 - a- Post purchase behaviour,
 - b- Pre-purchase behaviour,
- Q.7 What are the various consumer movements in India? Explain
- Q.8 Write any five differences between consumer and customer?
- Q.9 Elaborate any two factors which helps in understanding consumer behaviour?
- Q.10 Explain the different types of consumer behaviour? With any two examples.

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