Consumer Behaviour

1st Sessional Examination

5th Semester 2022

DHSK Commerce College, Dibrugarh

Full Marks : 25

Time : 45minutes

(Marks 12 ½ each)

Answer any two:

1. Define Consumer Behaviour. Explain the factors that influence the Consumer Behaviour.
2. What is consumer decision making and Explain the steps that is involved in consumer decision making process.
3. Explain the nature and characteristics of Consumer Behaviour.
4. Explain the process of Consumer Research. What are the steps that involved in Consumer Research ?
5. Why we need to study consumer behaviour ?