

Vidyasagar University

NSQF CERTIFICATE COURSE EXAMINATIONS 2021

SALES AND MARKETING

Course 03: CONSUMER BEHAVIOUR

Full Marks: 50

Time: 2hrs.

Answer any two (2) questions: -

25*2=50

- 1) What do you mean by Consumer Behaviour? Why does a marketer need to study consumer behaviour before launching a product? Illustrate your answer with examples.
- 2) What is learning? Explain with suitable example the importance of Learning in understanding the Consumer Behaviour.
- 3) Schematically explain with a hypothetical example about the various stages of the consumer buying decision process.
- 4) What do you mean by customer satisfaction? 'Dissatisfied customer is an unpaid salesman of your competitor' – explain briefly.