1. Explain the importance of Consumer Behavior as a Science and its application in marketing strategies.

2. “Consumer perception plays an important role in designing marketing functions”. Discuss.


4. What is the process involving designing, analyzing and testing data for conducting Consumer Research?

5. “Positive & Negative Motivation impacts Consumer Behavior and the emerging concept of Involvement”. Describe the concept.

6. What are the protections available to Consumers under the Law in India. Cite few examples.