**Consumer Behavior**

**June 2022 Examination**

**Q1. Explain the consumer decision making process in detail with an example of grocery buying behavior of a nuclear family. (10 Marks)**

**Ans 1.**

**Introduction**

Consumers are precise and reliable business elements that assist in handling the offering's demand by buying and using the goods manufactured with the aid of corporations in modern times. In addition, the organization's selection-making and different business tactics are done to control daily exercise sessions and contribute to improving the revenues and economic changes in the business. Furthermore, the agencies are trying to reach out to very reliable offerings. They continuously need to expand the clients' areas to enhance business performance and reputation in Its Half solved only

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**Q2. Explain the various qualitative techniques one will use to understand the consumer behavior pattern for women’s accessory in Indian ethnic fashion industry. (10 Marks) – 800 Words**

**Ans 2.**

**Introduction**

In addition, the methods and information analysis strategies are used by researchers and qualifiers to recognize the behavioral styles and analyze the industry adjustments inside the modern-day state of affairs. Furthermore, different employees and stakeholders have other states of thought, influencing various factors inside the current situation. But, the business specialty facilitates managing the behaviors of each consumer and employee through describing the

**Q3. Explain the role of:**

**a. Gatekeepers in a Steel manufacturing company. (5 Marks)**

**Ans 3a.**

**Introduction**

The business drives and statistics help manipulate the most desirable routes by inspecting the reliability and offerings. Similarly, different components and business designs assist in comparing the business changes for managing business efforts and controlling, coping with, and

**b. Initiators in a product-based company. (5 Marks)**

**Ans b.**

**Introduction**

The company that presents the goods and production products with one-of-a-kind functions and designs facilitates and manages the marketplace demand. Similarly, several industries offer products of different varieties and attract customers' attention in business to be defined on this