## DOON UNIVERSITY

## **SCHOOL OF MANAGEMENT**

## MID TERM MAKE UP EXAM OCT-NOV 2014

MBA-III SEMESTER

## **CONSUMER BEHAVIOR**

MMS- 525

MM:30 (10 each)

- 1. Explain the field of consumer behavior
- 2. Explain the major issues in consumer behavior.
- 3. Write a note on qualitative research.