



[Frequently Asked Questions]

[Introduction to Consumer behavior & Marketing Ethics]

Subject:	Business Economics
Course:	B.A., 5 th Semester, Undergraduate
Paper No. & Title:	Paper – 521 (Five Two One) Consumer Behavior
Unit No. & Title:	Unit - 1 Introduction to Consumer behavior
Lecture No. & Title:	1(One): Introduction to Consumer behavior & Marketing Ethics

Frequently Asked Questions

Q1. What are primary activities?

A1. It consists of inbound materials, operation, delivering finished products, sales/marketing and servicing clients.

Q2. What are secondary activities

A2 It consists of functional departments like technology department, procurement department, human resource and finance department.

Q3. Define consumer behavior.

A3 Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Q4. What do you mean by sustainability?

A4 Sustainability is a notion that proposes that socially responsible firms will somehow financially outperform other less responsible firms in the long run.

Q5: What do you mean by Sponsored Fundraising?

A5 An alternative approach to fundraising that does not currently appear to be much in use is the idea of “sponsored” fundraising.

Q6: What does the term Sustainability mean?

A6 Sustainability is a notion that proposes that socially responsible firms will somehow financially outperform other less responsible firms in the long run.

Q7: What does Marketing Concept focus on?

A7 Its main focus is on the needs of the target markets & delivering value better than competitors.

Q8: What are primary activities?

A8.It consist of inbound materials, operation, delivering finished products, sales/marketing and servicing clients.

Q9. What are secondary activities?

A9 It consist of functional departments like technology department, procurement department, human resource and finance department.

Q10. Define consumer behavior.

A10Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.