

BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
BBA-416	Consumer Behaviour	3	VIII
Year	Discipline		
4	Business Administration		

Objectives:

Course Contents:

- A perspective on consumer behavior
- Affect and Cognition of marketing strategy
- Behavior and marketing strategy
- The environmental and marketing strategy
- Consumer analysis and marketing strategy

Recommended Books: