

## Department of MBA

### MBA.Mid Question Bank (R22 Regulation)

Academic Year: 2024-25

Semester:III

Subject Name: CONSUMER BEHAVIOUR

Faculty Name: B.KANAKALAXMI

#### PART-A

Q.No	Questions	Marks	BL	CO	Unit No
1	Recall targeting with example.	2M	L4	CO1	UNIT-I
2	Define Branding with example.	2M	L4	CO1	UNIT-I
3	What is consumer behaviour?	2M	L4	CO1	UNIT-I
4	Explain consumer Behaviour in Worlds Economic Instability.	2M	L1	CO1	UNIT-I
5	Write about Consumer Segmentation.	2M	L4	CO1	UNIT-I
6	Write about consumer Vs Customer.	2M	L2	CO1	UNIT-I
7	What is social class? Give an example.	2M	L2	CO2	UNIT-II
8	Compare culture and sub-culture with an example.	2M	L1	CO2	UNIT-II
9	Explain Advert Sheth Model.	2M	L1	CO2	UNIT-II
10	What is an impact of reference group in changing consumer behaviour ?	2M	L2	CO2	UNIT-II
11	What role does family play in consumer decision making?	2M	L1	CO2	UNIT-II
12	Write about cross culture.	2M	L1	CO2	UNIT-II
13	What is self -Concept ?	2M	L1	CO3	UNIT-III
14	What the Consumer Learning.	2M	L2	CO3	UNIT-III
15	What are the reasons Behind positive and negative attitude towards the product/services?	2M	L1	CO3	UNIT-III
<b>UPTO MID-I</b>					
16	What is Consumer perception?	2M	L1	CO3	UNIT-III
17	Explain consumer's Post-purchase behaviour.	2M	L1	CO3	UNIT-III
18	List out Consumer Attitudes.	2M	L1	CO3	UNIT-III
19	What is consumer Decision making?	2M	L1	CO4	UNIT-IV
20	How are the Traditional Models of Consumer behaviour used by the marketers?	2M	L1	CO4	UNIT-IV
21	What is Problem recognition?	2M	L3	CO4	UNIT-IV
22	Write about Consumer Models in in Decision making	2M	L1	CO4	UNIT-IV
23	What is Diffusion of Innovation.	2M	L4	CO4	UNIT-IV
24	Write about search and evaluation.	2M	L2	CO4	UNIT-IV
25	What is the Main Idea of consumerism?	2M	L2	CO5	UNIT-V
26	Name the Roots of consumerism.	2M	L2	CO5	UNIT-V
27	What is the consumer information.	2M	L1	CO5	UNIT-V
28	Define Consumer safety	2M	L1	CO5	UNIT-V
29	List out the Responsibilities of consumer.	2M	L2	CO5	UNIT-V
30	Name the Marketing Ethics towards consumers	2M	L2	CO5	UNIT-V

## PART-B

Q.No	Questions	Marks	BL	CO	Unit No
1	Define consumer behavior. Explain the various models of consumer behavior.	4M	L1	CO1	UNIT-I
2	How do you understand a consumer through Research process?	4M	L1	CO1	UNIT-I
3	Explain consumer Behaviour in Worlds Economic Instability.	4M	L2	CO1	UNIT-I
4	Explain rural markets with relevant example.	4M	L2	CO1	UNIT-I
5	Explain the role of demographic factors in influencing Consumer Behavior.	4M	L4	CO1	UNIT-I
6	Define consumer behavior. Explain its significance	4M	L2	CO1	UNIT-I
7	What is Branding? Explain the advantages of Brand Loyalty for a Marketer?	8M	L2	CO1	UNIT-I
8	Describe the purpose for segmenting the market and explain the criteria for market segmenting	8M	L4	CO1	UNIT-I
9	Define Consumer Behaviour and Explain the determinants of Consumer Behaviour.	8M	L1	CO1	UNIT-I
10	Examine the Howard Sheth Model of consumer behaviour and discuss its implications on marketing decisions.	4M	L4	CO2	UNIT-II
11	Describe the Pavlovian model of classical conditioning.	4M	L1	CO2	UNIT-II
12	Discuss how culture has influence on consumer decision making.	4M	L1	CO2	UNIT-II
13	Explain the differences between cognitive learning and behavioral learning.	4M	L3	CO2	UNIT-II
14	Explain any two models of Buyer Behavior.	4M	L1	CO2	UNIT-II
15	How do consumers interpret information about marketing stimuli such as products, stores and advertising?	4M	L1	CO2	UNIT-II
16	How do marketing strategies influence consumer's beliefs and attitudes?	8M	L1	CO2	UNIT-II
17	How do consumers choose from among alternative product classes, products and brands?	8M	L3	CO2	UNIT-II
18	What is consumer motivation? Give one example for each of rational motive and emotional motive?	8M	L2	CO2	UNIT-II
19	What is personality and examine the determinants of personality from consumer behaviour point of view.	4M	L2	CO3	UNIT-III
20	<b>CASE STUDY</b> To attract potential consumers into automobile showrooms GM, Chrysler, and Ford have each used buyers rebates and other promotions estimated to be about \$4000 per vehicle. In contrast, rebates and promotion from European auto brands are averaging about \$ 2300 and Asian brands are	4M	L1	CO3	UNIT-III

	<p>offering about &amp;1700 per vehicle. Compared to a year ago, this represents an increase of 8.9 percent for domestic and Asian brands and a decrease of 15 percent for European brands.</p> <p>A component of the current promotions employed by the three major domestic car companies is a one price approach, GM started the ball rolling with their “GM Employee Discount for everyone promotion and Ford followed with its Ford family plan and Chrysler followed with its “Employee Pricing Plus. Rather than haggling with the car dealer over price, the consumer is expected to walk into the dealership and accept the price that employees of the car manufacturer would pay if they were purchasing the vehicle.</p> <p>i. In terms of Consumer attitudes, should automobiles be sold using a one –price approach? Why or why not?</p>				
21	Define consumer perception .Discuss in detail the process of consumer perception.	4M	L2	CO3	UNIT-III
22	Explain how it is measured. In what way it is useful for studying consumer behavior?	4M	L2	CO3	UNIT-III
23	How to measure the consumer buying behavior?	4M	L2	CO3	UNIT-III
<b>UPTO MID-I</b>					
24	What do you mean by Attitude?	4M	L4	CO3	UNIT-III
25	Explain the role of information processing in consumer decision making process	4M	L2	CO2	UNIT-III
26	Explain the differences between cognitive learning and behavioral learning.	4M	L2	CO3	UNIT-III
27	What is learning? Types of Learning Behavior?	4M	L4	CO3	UNIT-III
28	What is information processing?	4M	L2	CO3	UNIT-III
29	Discuss the various steps in Consumer decision making process.	4M	L4	CO4	UNIT-IV
30	Elaborate the process of Designing persuasive communication and Diffusion of Innovations.	4M	L4	CO4	UNIT-IV
31	What do you mean by Di fusion of innovation and Discuss the process?	4M	L2	CO4	UNIT-IV
32	Distinguish between industrial buying and consumer buying.	4M	L2	CO4	UNIT-IV
33	Explain the Consumer decision making process. How do marketers study the post purchase behaviour of consumers.	4M	L3	CO4	UNIT-IV
34	Explain the concept of purchase process and post purchase behavior.	4M	L1	CO4	UNIT-IV
	Now-a-days children who are lured by advertisements are pressing their parents to				

<b>35</b>	eat out. This motivates entrepreneurs to start fast food restaurants. These restaurants serve busy customers who like to satisfy their hunger quickly and also enjoy the variety of food items offered. That is why fast food restaurants are very popular in all towns and cities. A leading restaurant in Madurai seeks to know the opinion of the customers over the services rendered by it. Conduct a survey using structured questionnaire and tabulate the results. Questions: i. What are the traits over opinion may be sought from respondents? ii. Give your conclusions of the study.	<b>8M</b>	<b>L4</b>	<b>CO4</b>	<b>UNIT-IV</b>
<b>36</b>	Write a short notes on i) Consumer analysis ii) Consumer protection iii) Post purchase behavior	<b>8M</b>	<b>L4</b>	<b>CO4</b>	<b>UNIT-IV</b>
<b>37</b>	Out line the importance post purchase behaviour . How can situational influences can manage.	<b>8M</b>	<b>L1</b>	<b>CO4</b>	<b>UNIT-IV</b>
<b>38</b>	Summerise the marketing ethics towards the consumers.	<b>4M</b>	<b>L1</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>39</b>	What are the various measures taken by Government for safeguarding the consumer safety?	<b>4M</b>	<b>L2</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>40</b>	Discuss the different causes of rise in Consumerism.	<b>4M</b>	<b>L1</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>41</b>	How consumer information helps the marketer for customer Acquisition and Retention?	<b>4M</b>	<b>L2</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>42</b>	What are the characteristics of Consumer Problem solving Approach?	<b>4M</b>	<b>L1</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>43</b>	Discuss the marketers response to consumer issues.	<b>4M</b>	<b>L2</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>44</b>	Describe the roots of Consumerism. Explain the legislative responses of consumerism.	<b>8M</b>	<b>L4</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>45</b>	What is information processing? Explain the role of information processing in consumer decision making process	<b>8M</b>	<b>L4</b>	<b>CO5</b>	<b>UNIT-V</b>
<b>46</b>	What is Consumer Privacy? Explain the Legislative Responses to Consumerism.	<b>8M</b>	<b>L3</b>	<b>CO5</b>	<b>UNIT-V</b>