



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION TUTORIAL QUESTION BANK

Course Name	:	CONSUMER BEHAVIOR
Course Code	:	CMB401
Class	:	II MBA I SEMESTER
Branch	:	MBA
Academic Year	:	2018– 2019
Course Coordinator	:	Ms. K.Lakshmi Revathi , Assistant Professor, MBA
Course Faculty	:	Ms. K.Lakshmi Revathi , Assistant Professor, MBA

COURSE OBJECTIVES;

The course should enable the students to:

I	Understand the environmental influences on consumer behavior, perception and attitude of consumers.
II	Understand the consumer decision making and marketing ethics towards consumers
III	Design primary market research studies for the mutual benefit of consumers and organizations.
IV	Emphasis marketing decisions keeping in mind the consumer behavior.

COURSE LEARNING OUTCOMES:

Students, who complete the course, will have demonstrated the ability to do the following:

S.No	Description
CCMB401.01	Understand the consumer through research process and consumer behavior in a world of economic instability.
CCMB401.02	Develop the rural consumer behavior and consumer segmentation.
CCMB401.03	Express the targeting, positioning and branding and rural markets.
CCMB401.04	Explore the environmental influences on consumer behavior like culture, sub culture and social class.
CCMB401.05	Demonstrate the environmental influences on consumer behavior like social group, family, personality and cross culture consumer behavior.
CCMB401.06	Appraise personality, self concept, consumer motivation and perception.
CCMB401.07	Discuss the consumer attitudes, changing attitudes, consumer learning and information processing.
CCMB401.08	Analyze the problem recognition, search, evaluation and purchasing process.
CCMB401.09	Recognize the post purchase behavior, models of consumer decision making and diffusion of innovations.
CCMB401.10	Describe the roots of consumerism, consumer safety and consumer information.

CCMB401.11	Identify the consumer responsibilities, marketer responses to consumer issues and marketing ethics towards consumers.
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TUTORIAL QUESTION BANK

S. No	QUESTION	Blooms Taxonomy Level	Course Learning Outcomes (CLOs)
UNIT-I			
UNDERSTANDING CONSUMER BEHAVIOUR			
PART-A (SHORT ANSWER QUESTIONS)			
1	Define consumer behavior.	Remember	CCMB401.01
2	How consumer behavior is useful?	Understand	CCMB401.02
3	Write a short note on rural consumer behavior.	Understand	CCMB401.05
4	Define customer.	Remember	CCMB401.06
5	Describe about the consumer segmentation.	Understand	CCMB401.03
6	Write five types of customer segmentation.	Analyze	CCMB401.04
7	What do you understand about the term targeting?	Understand	CCMB401.03
8	Define Demographic segmentation.	Remember	CCMB401.06
9	Write notes on Geographic segmentation.	Analyze	CCMB401.08
10	List out the steps in Market Segmentation.	Remember	CCMB401.09
11	Describe about Consumer Focused Marketing	Understand	CCMB401.02
12	Write any two Examples of Market Segmentation.	Remember	CCMB401.02
13	Define rural market.	Understand	CCMB401.01
14	Define Branding .	Remember	CCMB401.01
15	Write about the market positioning.	Analyze	CCMB401.01
PART-B (LONG ANSWER QUESTIONS)			
1	Define consumer behavior and write about the nature of consumer behavior.	Understand	CCMB401.02
2	Describe about the understanding of consumer through research process.	Remember	CCMB401.02
3	Write about the rural consumer behavior in detail and write the factors that influence the consumer behavior.	Understand	CCMB401.03
4	Define customer segmentation and different types of customer segmentation.	Remember	CCMB401.06
5	Describe about in detail the steps in market segmentation, positioning and targeting	Understand	CCMB401.03
6	Define market segmentation and branding strategies.	Remember	CCMB401.03
7	Write about the rural markets and describe the Types of rural market intervention.	Understand	CCMB401.05
8	Differentiate between market positioning and market targeting and give examples in each case.	Understand	CCMB401.07
9	Write a note on Psychographic segmentation and Behavioral segmentation	Remember	CCMB401.05
10	Define customer segmentation and write its procedure in detail.	Understand	CCMB401.03
UNIT-II			
ENVIRONMENTAL INFLUENCES ON CONSUMER BEHAVIOUR			
PART-A(SHORT ANSWER QUESTIONS)			
1	What are cultural factors?	Remember	CCMB401.02
2	Define cross cultural consumer behavior.	Understand	CCMB401.01
3	Define Subcultures	Remember	CCMB401.11
4	Write about the social group.	Remember	CCMB401.11
5	Define social class.	Understand	CCMB401.10
6	Define physiological factor.	Remember	CCMB401.06
7	Write a note on Perception.	Understand	CCMB401.11
8	Write about the Personal Influence.	Understand	CCMB401.08

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9	What is meant by Psychogenic needs?	Remember	CCMB401.07
10	Write about the external environment factors.	Understand	CCMB401.09
11	List out the example's of secondary want.	Understand	CCMB401.09
12	Give examples of core wants.	Remember	CCMB401.08
13	Define Biogenic needs.	Remember	CCMB401.04
14	Discuss about the buyers decision.	Understand	CCMB401.02
15	Write about the different types of needs.	Remember	CCMB401.03
PART-B (LONG ANSWER QUESTIONS)			
1	Discuss about the External Environmental Factors Affecting Consumer Behavior.	Remember	CCMB401.05
2	Describe about the internal or physiological factors.	Remember	CCMB401.03
3	Write about the concepts of perception and give any two examples of perception.	Understand	CCMB401.03
4	Explain about the model of buyer behavior.	Understand	CCMB401.02
5	Discuss about the Personality and self concept.	Remember	CCMB401.11
6	Write about the Consumer attitudes .	Understand	CCMB401.11
7	Briefly describe about the changing attitudes of the consumers.	Remember	CCMB401.11
8	write about the family influence and personal influences.	Remember	CCMB401.11
9	Discuss about the Sub-cultural Influences Social Class.	Remember	CCMB401.11
UNIT-III			
CONSUMER AS AN INDIVIDUAL			
PART-A(SHORT ANSWER QUESTIONS)			
1	Write about consumer motivation?	Remember	CCMB401.05
2	Write a short note on Trait Theory?	Remember	CCMB401.08
3	What are Goals?	Understand	CCMB401.07
4	Define consumer perception.	Understand	CCMB401.09
5	Write a short note on Consumer attitudes	Remember	CCMB401.08
6	Write about consumer learning	Understand	CCMB401.09
7	Write a note on personality and self concept.	Remember	CCMB401.11
8	Write about Theories of Motivation	Understand	CCMB401.12
9	Write about Self-Actualization	Remember	CCMB401.04
10	List out the levels of human needs	Remember	CCMB401.05
11	Define Esteem Needs	Understand	CCMB401.03
12	Define Approach Conflict	Understand	CCMB401.05
13	Give Five stages of the motivation process	Remember	CCMB401.06
14	Define Consumer Perception	Remember	CCMB401.07
15	Write about Approach Avoidance Conflict	Understand	CCMB401.05
PART-B(LONG ANSWER QUESTIONS)			
1	Write about the General Trait Theories	Remember	CCMB401.01
2	Write about the Trait Theory and find out the most common traits.	Understand	CCMB401.02
3	Discuss about the Personality & Self Concept.	Remember	CCMB401.01
4	Describe about Neo-Freudian Theory in detail.	Remember	CCMB401.01
5	Discuss about the motivational theories and marketing strategies.	Understand	CCMB401.05
6	Write about the Maslow's Need Hierarchy Theory.	Understand	CCMB401.03
7	Write about consumer motivation in detail.	Remember	CCMB401.03
8	Discuss about the self concept and also write whether it is learned and organized.	Understand	CCMB401.05

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9	Describe about the needs, goals and wants.	Understand	CCMB401.02
UNIT-IV			
CONSUMER DECISION MAKING PROCESSES			
PART-A (SHORT ANSWER QUESTIONS)			
1	Explain the decision making process	Remember	CCMB401.03
2	What are the types of decision making	Understand	CCMB401.06
3	How can we recognize the problem in branding	Remember	CCMB401.08
4	What are the types of consumer problems and their recognition	Understand	CCMB401.09
5	What are the factors effecting in branding	Understand	CCMB401.03
6	Illustrate the information processing	Remember	CCMB401.02
7	What are the factors influencing external search behavior	Understand	CCMB401.04
8	How we can evaluate the alternatives	Remember	CCMB401.11
9	Define the criteria for comparing the different types of alternatives	Understand	CCMB401.16
10	What are the applications of decision rules to make a final choice amongst the alternative	Remember	CCMB401.06
11	What are the purchase decisions and issues of resolution	Remember	CCMB401.15
12	Explain post purchase behavior	Understand	CCMB401.16
13	What are the factors leading to dissonance	Remember	CCMB401.15
14	What are the comprehensive models of consumer decision making	Understand	CCMB401.16
15	Explain the classification of consumers and the diffusion of innovations	Understand	CCMB401.05
PART-B (LONG ANSWER QUESTIONS)			
1	What are the approaches to activating in problem recognition	Understand	CCMB401.15
2	Explain the strategy and problem recognition	Remember	CCMB401.02
3	What is information search	Understand	CCMB401.04
4	Define decision making process and types	Remember	CCMB401.08
5	What are the stages of information processing	Understand	CCMB401.09
6	Explain the purchasing processes	Understand	CCMB401.10
7	Define impact of post purchase behavior on consumer goods	Remember	CCMB401.05
8	What are the reasons of customer satisfaction	Remember	CCMB401.02
9	Explain post purchase dissonance	Remember	CCMB401.15
10	What are the models of consumer decision making	Understand	CCMB401.14
UNIT-V			
CONSUMERISM AND ETHICS			
PART-A(SHORT ANSWER QUESTIONS)			
1	Define consumerism?	Understand	CCMB401.14
2	Write about the marketing ethics?	Understand	CCMB401.08
3	Explain Maslow's hierarchy theory	Understand	CCMB401.06
4	Explain about consumerism in India	Remember	CCMB401.09
5	What is consumer protection and safety	Remember	CCMB401.10
6	What is the role of the government in consumer safety	Understand	CCMB401.10
7	What is selective perception process	Remember	CCMB401.13
8	What is consumer protection and safety	Understand	CCMB401.16
9	What are the general responsibilities of consumers	Understand	CCMB401.05
10	Define delivery channels	Remember	CCMB401.09
11	Write about the roles of consumers	Remember	CCMB401.11
12	What are the marketing ethics towards consumers	Understand	CCMB401.03
13	What are the unfair trade practices	Understand	CCMB401.04

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14	how we can fill the consumer gap	Remember	CCMB401.04
15	What are the standards follow by the consumer	Understand	CCMB401.06
PART-B(LONG ANSWER QUESTIONS)			
1	Define consumerism and ethics	Remember	CCMB401.06
2	What is the importance and significance of consumerism	Remember	CCMB401.11
3	What are the problem faced by Indian consumers	Understand	CCMB401.02
4	Explain about independent regular agencies	Apply	CCMB401.07
5	What are the sources of information search	Remember	CCMB401.08
6	What are the responsibilities of consumer	Understand	CCMB401.09
7	What is marketing ethics towards consumers	Understand	CCMB401.11
8	What are the roots of consumerism	Remember	CCMB401.12
9	What is marketer responses to consumer issues	Understand	CCMB401.15
10	How can we design a consumer response systems	Remember	CCMB401.17

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