



SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES
(Autonomous)

Department of Management Studies

QUESTION BANK

Consumer Behaviour (22MBA234B)

SREENIVASA INSTITUTE of TECHNOLOGY and MANAGEMENT STUDIES
(AUTONOMOUS)

(CONSUMER BEHAVIOUR)

QUESTION BANK

II MBA / III - SEMESTER

REGULATION: R22



SITAMS



BY
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PROFESSOR

DEPARTMENT : **DEPARTMENT OF MANAGEMENT STUDIES**



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[AUTONOMOUS], CHITTOOR - 517 127
DEPARTMENT OF MANAGEMENT STUDIES

II MBA – Semester - III							
Course Code		CONSUMER BEHAVIOR		L	T	P	C
22MBA234B				4	0	0	4
Course Educational Objectives:							
CEO1: To provide understanding on behavior of consumer							
CEO2: To impart knowledge on various environmental aspects of Business							
CEO3: To make understand about communication and theories of buyer behavior models							
CEO4: To learn about consumer decision process							
CEO5: To provide knowledge on Consumerism							
UNIT - I		Introduction to consumer behavior				Lecture Hrs: 8	
Understanding consumers and market segments. Consumer behavior and marketing strategy, Psychographic Dimensions- consumer motivation, Perception, personality, Information processing, Attitude formation and attitude change.							
UNIT - II		Social and Cultural Environment				Lecture Hrs: 12	
Economic, Demographic, Cross Cultural and socio-cultural influences, Social Stratification, Reference Groups and family influences, personal influence.							
UNIT - III		Communication and Consumer Behavior				Lecture Hrs:10	
Process, designing persuasive communication and diffusion of Innovations. Models of Buyer behavior- Howard – Sheth Model, EKB Model, Webster and Wind Model.							
UNIT - IV		Consumer Decision Process				Lecture Hrs:8	
High and Low Involvement, Pre-purchase processes, Purchase ,post purchase process, Consumption and Evaluation, Brand Loyalty and Repeat Purchase Behavior.							
UNIT - V		Consumerism				Lecture Hrs:12	
The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism, and marketer responses to consumer issues. Consumer protection Act 2019, Consumer disputes Redressal agencies and Commission.							
Course Outcomes:							
On successful completion of the course the student will be able to,					POs & PSOs related to COs		
CO1	Analyze the consumer buying behavior and identify the internal factors influencing the consumer behaviour				PO1, PO2, PO7, PSO1,		
CO2	Examine the external factors influencing the consumer behavior.				PO1, PO4, PO7, PSO1, PSO2		
CO3	Examine the communication process and models of consumer behaviour.				PO1, PO2, PO4, PO7, PSO1, PSO2		
CO4	Analyze the consumer decision making process and purchase behavior.				PO1, PO2, PO4, PO7, PSO1, PSO2		
CO5	Explain the consumer safety and protection measures.				PO1, PO4, PO7, PSO1, PSO2		



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Text Books:
1. Consumer Behaviour in Indian Perspective, Suja R.Nair, Himalaya, 2021.
2. Consumer Behavior, 8/e, Schiffman, L.G and Kanuk L.L, Pearson, 2009.
Reference Books:
1. Consumer Behaviour The Indian context (concepts and cases), Ramesh Kumar, Pearson Education, 2017.
2. Consumer Behaviour, Subash Mehta, Cengage India, 2021.
3. Consumer Behaviour, Leon G. Schiffman & Leslie Leaserkarmal, PHI, 1991.
Online Learning Resources:
https://archive.nptel.ac.in/courses/110/105/110105074/
https://backup.pondiuni.edu.in/sites/default/files/Consumer%20Behaviour200813_0.pdf
https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_CB_Lecture%20_Notes.pdf

COURSE OUTCOMES VS POs MAPPING (DETAILED; HIGH:3; MEDIUM:2; LOW:1):

Course	CO \ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2
C2304B : CONSUMER BEHAVIOR	C2304B.1	3	3	-	-	-	-	3	-	3	-
	C2304B.2	3	-	-	2	-	-	3	-	3	2
	C2304B.3	3	3	-	2	-	-	3	-	3	2
	C2304B.4	3	3	-	2	-	-	3	-	3	2
	C2304B.5	3	-	-	2	-	-	3	-	3	2
	C2304B	3	3	-	2	-	-	3	-	3	2



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UNIT – I: Introduction to Consumer Behaviour

Q.No	2 Marks Questions	Bloom's Level
1	Define consumer behaviour.	Remembering
2	What is the importance of studying consumer behaviour?	Understanding
3	Explain the term “market segmentation.”	Understanding
4	What are psychographic dimensions?	Remembering
5	Differentiate between motivation and perception.	Analyzing
6	What is personality in the context of consumer behaviour?	Remembering
7	State any two factors influencing attitude formation.	Remembering
8	What do you mean by information processing?	Understanding
9	Mention two ways marketers use consumer motivation.	Applying
10	What is the relationship between consumer behaviour and marketing strategy?	Understanding
Q.No	10 Marks Questions	Bloom's Level
1	Explain the role of consumer behaviour in developing marketing strategy.	Understanding
2	Discuss the process of information processing in consumers.	Understanding
3	Analyze the influence of motivation on consumer behaviour with examples.	Analyzing
4	Evaluate how perception affects consumer buying decisions.	Evaluating
5	Discuss various theories of attitude formation and change.	Understanding
6	Explain the significance of personality in shaping consumer behaviour.	Applying
7	Analyze the relationship between psychographic segmentation and marketing strategy.	Analyzing
8	Evaluate the importance of understanding consumer psychology in marketing.	Evaluating
9	Discuss the applications of attitude change in advertising strategy.	Applying
10	Critically analyze how consumer perception impacts brand positioning.	Evaluating



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UNIT – II: Social and Cultural Environment

Q.No	2 Marks Questions	Bloom's Level
1	What is meant by social stratification?	Remembering
2	Define reference groups.	Remembering
3	What are cross-cultural influences?	Understanding
4	Explain personal influence in consumer behaviour.	Understanding
5	How does family act as a decision-making unit?	Understanding
6	What is the impact of demographic factors on consumer behaviour?	Understanding
7	Give examples of socio-cultural factors influencing consumers.	Applying
8	Define social class and its importance in marketing.	Remembering
9	What role does culture play in shaping consumer preferences?	Understanding
10	Mention two economic factors affecting buying behaviour.	Remembering
Q.No	10 Marks Questions	Bloom's Level
1	Explain how social and cultural factors influence consumer behaviour.	Understanding
2	Discuss the impact of social class and stratification on consumer decision-making.	Analyzing
3	Analyze the influence of reference groups on purchasing decisions.	Analyzing
4	Examine the role of family in the decision-making process.	Applying
5	Evaluate cross-cultural variations in consumer behaviour with suitable examples.	Evaluating
6	Discuss how marketers adapt strategies to cultural differences.	Applying
7	Explain the relationship between demographic variables and consumer behaviour.	Understanding
8	Analyze the role of opinion leaders in shaping consumer preferences.	Analyzing
9	Evaluate the impact of social influence and conformity on marketing.	Evaluating
10	Critically examine the challenges faced by marketers in multicultural markets.	Evaluating

UNIT III – Communication and Consumer Behaviour

Q.No	2 Marks Questions	Bloom's Level
1	Define communication in marketing.	Remembering
2	What is persuasive communication?	Understanding
3	State the elements of the communication process.	Remembering
4	What is meant by diffusion of innovation?	Understanding



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Q.No	2 Marks Questions	Bloom's Level
5	Explain the term “noise” in the communication process.	Understanding
6	What are the components of a message in consumer communication?	Remembering
7	State any two factors influencing effective communication.	Remembering
8	What is the significance of the Howard-Sheth Model?	Understanding
9	Distinguish between EKB Model and Webster & Wind Model.	Analyzing
10	How does communication affect consumer behaviour?	Applying

Q.No	10 Marks Questions	Bloom's Level
1	Discuss the process of communication and its relevance in consumer behaviour.	Understanding
2	Explain how marketers design persuasive communication messages.	Applying
3	Analyze the diffusion of innovation process and its marketing implications.	Analyzing
4	Explain the Howard-Sheth Model of buyer behaviour.	Understanding
5	Describe the EKB Model and its significance in understanding consumers.	Understanding
6	Compare the Howard-Sheth and EKB models of consumer behaviour.	Analyzing
7	Evaluate the relevance of Webster and Wind Model in organizational buying.	Evaluating
8	Discuss how communication barriers can be overcome in marketing.	Applying
9	Analyze the role of feedback in the communication process.	Analyzing
10	Evaluate the effectiveness of advertising communication in changing consumer attitudes.	Evaluating

UNIT IV – Consumer Decision Process

Q.No	2 Marks Questions	Bloom's Level
1	Define consumer decision-making.	Remembering
2	What is high involvement buying behaviour?	Understanding
3	What is meant by post-purchase evaluation?	Understanding
4	List the stages in the consumer decision process.	Remembering
5	What is brand loyalty?	Remembering
6	Explain the difference between high and low involvement decisions.	Understanding
7	What is the significance of repeat purchase behaviour?	Applying
8	Define consumption evaluation.	Remembering



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Q.No	2 Marks Questions	Bloom's Level
9	What is meant by pre-purchase process?	Understanding
10	Mention any two factors affecting purchase decisions.	Remembering

Q.No	10 Marks Questions	Bloom's Level
1	Explain the stages in the consumer decision-making process.	Understanding
2	Differentiate between high and low involvement consumer decisions.	Analyzing
3	Analyze the factors influencing pre-purchase and post-purchase behaviour.	Analyzing
4	Discuss the determinants of brand loyalty among consumers.	Applying
5	Evaluate the importance of post-purchase evaluation in marketing.	Evaluating
6	Discuss the models of consumer decision-making process.	Understanding
7	Analyze how customer satisfaction impacts repeat purchase behaviour.	Analyzing
8	Evaluate the role of situational factors in consumer decision process.	Evaluating
9	Explain how marketers can influence consumer purchase decisions at each stage.	Applying
10	Critically examine the psychological aspects of consumer decision-making.	Evaluating

UNIT V – Consumerism

Q.No	2 Marks Questions	Bloom's Level
1	Define consumerism.	Remembering
2	What are the roots of consumerism?	Understanding
3	Mention any two consumer rights.	Remembering
4	What is consumer safety?	Understanding
5	Define consumer privacy.	Remembering
6	What is the purpose of the Consumer Protection Act, 2019?	Understanding
7	What is a Consumer Disputes Redressal Commission?	Remembering
8	Mention two marketer responses to consumer issues.	Applying
9	What are environmental concerns in consumerism?	Understanding
10	What is consumer information and why is it important?	Understanding

Q.No	10 Marks Questions	Bloom's Level
1	Discuss the evolution and significance of consumerism in India.	Understanding
2	Explain the rights and responsibilities of consumers.	Understanding
3	Analyze the major provisions of the Consumer Protection Act, 2019.	Analyzing
4	Evaluate the role of Consumer Disputes Redressal Agencies in protecting	Evaluating



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Q.No

10 Marks Questions

**Bloom's
Level**

- consumers.
- | | | |
|----|--|---------------|
| 5 | Discuss the role of government and NGOs in promoting consumerism. | Applying |
| 6 | Analyze the impact of consumer awareness on business practices. | Analyzing |
| 7 | Explain the importance of consumer information and education. | Understanding |
| 8 | Evaluate marketer responses to modern consumer concerns such as privacy and environment. | Evaluating |
| 9 | Discuss the causes and consequences of consumer exploitation. | Applying |
| 10 | Critically examine the relevance of consumerism in the digital age. | Evaluating |

*****ALL THE BEST*****



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