

## Consumer Behavior (MB MK-01)

- Q-1 Define Consumer Behavior. What do you understand by consumer research?
- Q-2 Write a detailed note on customer centric organizations.
- Q-3 What do you understand by Market Analysis? What are the various dimensions of market analysis?
- Q-4 Explain in detail various marketing mix strategies.
- Q-5 Elaborate on customer loyalty and retention strategy.
- Q-6 Write and explain various steps of consumer decision process model.
- Q-7 List and explain various methods of consumer research.
- Q-8 "A satisfied customer only can become a loyal customer". Throw light on the statement.
- Q-9 Marketers do not just satisfy consumers' needs, they also create them in the first place. Discuss this statement in the context of consumer buying behaviour.
- Q-10 what are the major applications of life style marketing utilised by present day marketer? Illustrate using suitable examples.
- Q-11 As a retailer of expensive leather luggage, which approach to lifestyle segmentation would you apply and why?
- Q-12 What is consumer behavior? Why is it important for a marketing manager to study consumer behavior?
- Q-13 Critically analyze the following statements:-
- "Consumer Behavior is a multi- disciplinary science"
  - "Government and non profit making organizations need to study consumer behavior"
- Q-14 Discuss the interrelationship between Consumer Behaviour and Marketing Mix Strategies with suitable examples
- Q-15 You are the brand manager of a new line of light weight autofocus, economically priced digital cameras. Describe how an understanding of consumer behaviour will help you in your segmentation strategy and promotion strategy. What are the consumer behaviour variables that are crucial to your understanding of this market?
- Q-16 You are the manager of a highly sought brand of apparel that offers a complete range of highly priced but good quality trendy wears for both boys and girls. Describe how an understanding of consumer behavior would be useful you in deciding on your
- Segmentation strategy
  - New product introduction
  - Promotion strategy
- What aspects of consumer behavior would be most relevant for you to study and why?
- Q-17 Define Consumer behavior and explain its significance in current market conditions.
- Q-18 Discuss the emerging trends in Indian market with special reference to changing consumer behavior. Explain the application of understanding consumer behavior in marketing decisions.
- Q-19 Discuss the different types of problem solving behaviour in buying decisions. What type of problem solving behaviour can be expected in the following purchase decisions and why ?
- Purchase of your first laptop
  - Purchase of an office shirt by you.
- Q-20 Choose an actual non-profit organization and suggest areas where knowledge of its "consumers" might improve the services it provides.
- Q-21 Explain the demographic and psychological factors influencing consumer behaviour with relevant examples.
- Q-22 What is the effect of Culture and Sub-culture on Consumer Behaviour?
- Q-23 Explain the social factors affecting Consumer Behaviour.
- Q-24 What factors influence consumption pattern of consumers for following products :-
- (1) Cyber Cafe
  - (2) Washing Machine
  - (3) Furniture
  - (4) Restaurant

Q-25 Which of the stages of the family life cycle would constitute the most lucrative segment/segments for the following products and services?

- (a) Domino's pizza
- (b) Mobile telephones
- (c) Mutual funds

Justify your answer.

Q-26 Discuss family influences on buying decisions. Explain the role played by family members in buying:-

- a) Birthday gift to son
- b) Car
- c) Home furniture

Q-27 What do you mean by cross cultural values? What are the various values which a marketer need to study for entering foreign market?

Q-28 Explain any one approach to study consumer lifestyle. Discuss the applications to which a marketer's understanding of lifestyle analysis can be put in marketing decisions, explain by using examples.

Q-29 What are the factors which influence a Consumer's Decision-making Process? Explain with the help of an example.

Q-30 Define Consumer Satisfaction. What is the relationship between Consumer Satisfaction, Repeat Purchase and Committed Customer.