

SRINIVASAN ENGINEERING COLLEGE, PERAMBALUR

DEPARTMENT OF MANAGEMENT STUDIES

BA9255 CONSUMER BEHAVIOUR

16 MARKS QUESTIONS

UNIT I

- 1. Explain the significance of consumer behavior in marketing.**
- 2. Elucidate the factors influencing Consumer behavior.**
- 3. State the application of Knowledge of CB in marketing decisions.**
- 4. Explain the various dimensions of consumer behavior.**

UNIT II

- 1. Explain the Howard model of Consumer behavior.**
- 2. Explain the Howard-sheth model of Consumer behavior.**
- 3. Elucidate the Engel-Kollat model of Consumer behavior.**
- 4. State the Webstar and Wind model of Consumer behavior.**

UNIT III

- 1. Explain the various theories of motivation.**
- 2. Explain the perceptual process in detail.**
- 3. Elucidate the types of personality.**
- 4. Explain the theories of Personality.**
- 5. Explain the Learning theories in detail.**
- 6. State what are all the parameters for measuring Customer expectation and Satisfaction.**

UNIT IV

- 1. Explain the Socio-cultural values of Consumer behavior.**

2. Explain how the family group influence consumer behavior.
3. Explain the types of communication.
4. Elucidate the reference group influence in consumer behavior.

UNIT V

1. Explain the purchase decision process in detail.
2. Elucidate the Prepurchase and post purchase behavior of consumers.
3. State the various process included in Perception.
4. Explain the online Purchase decision process in detail.
5. Explain the ways to manage dissonance and state the emerging issues in it.