Department of Computer Science and Engineering

Course- Consumer Behaviour

Class – TY **Academic Year:** 2025-26 **Sem-VI**

Assignment / Tutorial Question Bank

Module 1

Sr No	Question	CO	Bloom's level	PO
1	Explain nature and scope of consumer Behavior? summer 2022	1	L2	1,2,3
2	What are approaches to consumer behavior research? summer 2022	1	L2	1,2,3
3	Illustrate and explain various buying rolls through following example. Eg: You and Friend went to a Cloth shops for his/her shopping. Suddenly your mother phoned you and asked you to buy a shirt for your father. summer 2022 **Buying Roles in This Scenario** 1. **Initiator** – Your **mother** o She initiates the buying process by calling and instructing you to buy a shirt for your father. 2. **Influencer** – Your **friend** o Your friend may help you choose the right shirt by giving suggestions about color, design, or brand. 3. **Decider** – Your **mother (or you)** o If your mother specifies the type of shirt to buy, she is the decider. If she leaves the choice to you, then you take on the decider's role. 4. **Buyer** – **You** o You are the one physically making the purchase at the store and paying for it. 5. **User** – Your **father** o He is the one who will wear and use the shirt. 6. **Gatekeeper** – The **store staff (or budget constraints)** o The salesperson might influence your decision by showing different options, or a budget limit may control your final purchase. This example demonstrates how different people assume specific roles in a buying decision process, even in a simple shopping situation.	1	L3	1,2,3
4	What do you mean by consumer behavior? Explain the determinants or factors that influence consumer behavior ?supplementary winter 2023	1	L2	1,2,3
5	Differentiate the quantitative & qualitative approach in consumer view supplementary winter 2023	1	L4	1,2,3
6	Write a short note on nature and trend of consumer behavior supplementary winter 2023	1	L2	1,2,3

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7	Explain evolution of consumer behaviour as a field of study and its relationship with marketing	**1**	**L2**	**1,2,3**
8	Explain five interdisciplinary dimensions of consumer behaviour	**1**	**L2**	**1,2,3**
9	Mention 5 buying roles of consumer	**1**	**L1**	**1,2,3**
10	Compare the levels of consumer decision making w.r.t. EPS And LPS.	**1**	**L4**	**1,2,3**

Course coordinator **Academic Coordinator** **H.O.D**

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Module 2

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Sr No	Question	CO	Bloom's level	PO
1	On what criteria would you evaluate the viability of the segment? summer 2022	2	L5	1,2,3
2	What are the various levels at which segmentation can take place? summer 2022	2	L1	1,2,3
3	Write short note on i. Bases of segmenting consumer markets. ii. Positioning strategies summer 2022	2	L2	1,2,3
4	What is decision making? State the assumption of consumer decision. supplementary winter 2023	2	L1	1,2,3
5	Explain the different types of consumer groups. supplementary winter 2023	2	L2	1,2,3
6	Write the aspects of positioning and positioning strategies. supplementary winter 2023	2	L1	1,2,3
7	Explain the Basis of market segmentation.	2	L1	1,2,3
8	Explain the market positioning? Classify the market segmentation.	2	L1	1,2,3
9	Illustrate Market segmentation? Describe how it is beneficial for business success.	2	L3	1,2,3
10	Differentiate Conscious and Dormant Buying Motives	2	L4	1,2,3

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Module 3

Sr No	Question	CO	PO

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1	Describe consumer behavior model and classify any two contemporary consumer behavior models. summer 2022	**3**	1,2,3,4
2	Illustrate traditional consumer behavior model summer 2022	3	1,2,3,4
3	Explain stages in consumer decision making process with example summer 2022	3	1,2,3,4
4	Explain the Nicosia model of consumer behavior. supplementary winter 2023	3	1,2,3,4
5	Explain the scope of consumer research. supplementary winter 2023	3	1,2,3,4
6	What are the models adopted to study consumer behavior? supplementary winter 2023	3	1,2,3,4
7	Explain the Economic Model of Consumer Behavior with an illustration.	3	1,2,3,4
8	Describe the Blackwell, Miniard, and Engel (EBM) Model of Consumer Behavior with an illustration.	3	1,2,3,4
9	Explain the Engel-Kollat-Blackwell Buying Model with an illustration.	3	1,2,3,4
10	Demonstrate the Howard-Sheth Model of Buying Behavior with an illustration	3	1,2,3,4
11	Present the Nicosia Model with an illustration.	3	1,2,3,4
12	Describe the Webster and Wind Model of Organizational Buying Behavior with an illustration.	3	1,2,3,4

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Module 4

Sr No	Question	CO	PO
1	Explain versatility of Maslow's Hierarchy of Needs Theory with an example summer 2022	**4**	1,2,3,4,5,6

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2	List out models of Consumer Behaviour. Explain economic model in brief. summer 2022	**4**	1,2,3,4,5,6
3	Note the differences between Organizational and Consumer Buying. summer 2022	**4**	1,2,3,4,5,6
4	Write a note on consumer involvement. supplementary winter 2023	**4**	1,2,3,4,5,6
5	Note on surveys and customer behaviour data supplementary winter 2023	**4**	1,2,3,4,5,6
6	Discuss the personal factors of consumer behaviour. supplementary winter 2023	**4**	1,2,3,4,5,6

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Module 5

Sr No	Question	CO	PO
1	What are the advantages of consumer research? summer 2022	**4**	1,2,3,4,5,6
2	Write the difference between organizational & consumer buying. summer 2022	**4**	1,2,3,4,5,6
3	Discuss the various marketing strategies? summer 2022	**4**	1,2,3,4,5,6
4	Write short notes on :	**4**	1,2,3,4,5,6

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	i. Social class mobility ii. Lifestyle analysis supplementary winter 2023		
5	What is adoption process? Explain its Stages. supplementary winter 2023	**4**	1,2,3,4,5,6
6	Explain types of promotion. What is Promotion Mix? supplementary winter 2023	**4**	1,2,3,4,5,6
7	Difference between industrial market and consumer market	**4**	1,2,3,4,5,6
8	Examine the effecters influence buying behavior.	**4**	1,2,3,4,5,6
9	Explain the Sheth Model of Industrial Buying	**4**	1,2,3,4,5,6
10	Explain product strategy, Pricing strategy, Distribution channel and promotion strategy.	**4**	1,2,3,4,5,6

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