



PRACTICE SET
End Semester Examination, December, 2025

Program: BBA

Semester: V

Course: Consumer Behaviour

Course Code: 11CCDE325

Course Learning Objective

CLO 1: To familiarize students learn the basic concept and principles of consumer behavior.

CLO 2: To help students understand the different types of consumer behavior and their impact on purchasing decisions.

CLO 3: To enable students understand the influence of the conditions, the time and the manner of purchases on consumer behavior.

CLO 4: To help students understand how to Choose the optimal approach in resolving consumer problems.

Course Outcome

On the completion of the Course, the students will be able to:

CO 1: Demonstrate how knowledge of consumer behaviour can be applied to marketing.

CO 2: Identify and explain factors which influence consumer behaviour.

CO 3: Relate internal dynamics such as personality, perception, learning, motivation and attitude to the choices consumers make.

CO 4: work in a team and prepare a research report related to consumer behaviour within a specific context.

SECTION A (5 Marks)

UNIT-I

1. Express in your own words why it is critically important for Marketers to understand Consumers? (CO1)-Understand (LOT)
2. Describe the areas of consumer behaviour which have applications in marketing. (CO1)-Understand (LOT)
3. Explain the concept of Buying Habit with example. (CO1)- Understand (LOT)
4. State the difference between Customer & Consumer. (CO1)- Understand (LOT)
5. Illustrate the concept of need, want & demand with practical example. (CO1)- Apply (LOT)

UNIT-II

6. Discuss the concept of Motivation along with its relevance to consumer behaviour. (CO1 & CO3)-Understand (LOT)
7. Compare and express the difference between Absolute Threshold & Differential Threshold. (CO2 & CO3)-Understand (LOT)
8. Compare and discuss the difference between Classical Conditioning & Instrumental Conditioning Theory. (CO3)-Understand (LOT)
9. Describe the concept of Personality with its relevance to consumer choice. (CO1 & CO3)-Understand (LOT)
10. Express the concept of positive motivation & negative motivation with help of example. (CO2 & CO3)-Understand (LOT)
11. Illustrate the concept of Financial Risk & Time Risk with help of practical example. (CO3)-Apply (LOT)

UNIT-III

12. Discuss the role of Celebrity & Experts in consumer decision making. (CO1 & CO2)-Understand (LOT)
13. Discuss the types of Influence a reference group can have on consumers. (CO2)- Understand (LOT)
14. Illustrate the influence of Society in consumer decision making with help of example. (CO1 & CO2)-Apply (LOT)

15. Explain the concept of Cross Cultural marketing. (CO1)-Understand (LOT)
16. Illustrate the relevance of Sub- Culture in a country like India. (CO2)- Apply (LOT)
17. Explain the importance of loyal customers for business organization. (CO2)-Understand (LOT)
18. Illustrate through example a few types of Husband- Wife decision making. (CO2)-Apply (LOT)

UNIT-IV

19. Compare and state the difference between Economic Man & Cognitive Man. (CO2)-Understand (LOT)
20. Discuss the profile of consumer innovator. (CO2)-Understand (LOT)
21. Illustrate the difference between Opinion leader & Opinion Seeker with help of Practical Example. (CO2)-Apply (LOT)
22. Discuss the role of technology in the Diffusion of Innovation. (CO2)- Understand (LOT)

SECTION B (10 Marks)

UNIT I

23. Explain the concept of evaluation of alternatives in decision making process through the example of a durable product. (CO1)-Understand (LOT)
24. Explain different dimensions of post purchase behaviour like post purchase satisfaction, disposal of product and so on. Illustrate its importance for marketers. (CO1)-Analyze (HOT)

UNIT II

25. Critically Analyze Maslow's theory of Motivation with respect to its application in consumer behaviour. (CO1 & CO3)-Analyze (HOT)
26. Explain the implications for Marketers in creating Personality for their brands with help of example. (CO1 & CO3)-Analyze (HOT)
27. Explain the different ways through which learning takes place. Analyze the importance of learning with respect to consumer behaviour. (CO3)-Analyze (HOT)

28. Explain the characteristics of personality. Analyze & discuss multiple situations under which personality of individual can change. (CO3)-Analyze (HOT)

29. Explain the concept of Stimuli & Sensory Receptor with respect to perception. Illustrate the concept through practical example. (CO3)-Apply (LOT)

UNIT III

30. Discuss the different social class categories in India. Illustrate the impact of Status on consumer purchase behaviour. (CO1 & CO2)-Apply (LOT)

31. Recall a historical or religious serial that was shown on television. Explain how the serial transmitted cultural and sub-cultural beliefs, values and customs? (CO1 & CO2)-Analyze (HOT)

UNIT IV

32. Discuss the innovation –adoption process and provide illustration to explain the process. (CO2)-Apply (LOT)

33. Critically analyze why & how opinion leaders influence others? (CO2)-Analyze (HOT)

SECTION C (20 Marks)

UNIT I

34. Explain in detail the different factors which affect consumer behaviour. Produce practical example to explain your point. (CO2)-Create (HOT)

35. Analyze and highlight few of the elements of Indian Culture. Recommend important strategies to MNC so as to cater to Indian Culture. (CO2)-Analyze (HOT)

UNIT II

36. Explain the concept & element of Lifestyle. Illustrate through five recent advertisements that strive to link consumption of product with a specific lifestyle. (CO1 & CO3)-Analyze (HOT)

UNIT III

37. Explain the concept of Family Life Cycle. Recommend how companies can position their product/services with respect to different stages of FLC? (CO1& CO2)-Evaluate (HOT)

38. Explain the concept of Sub-Culture with respect to the Indian context. Analyze the different types of Sub-culture & appraise its relevance to consumer behaviour. (CO1 & CO2)-Analyze (HOT)

UNIT IV

39. Explain Howard Sheth model as a comprehensive decision making model and illustrate its application in consumer behaviour. (CO4)- Analyze (HOT)

40. Analyze the entire process of decision making involved in purchasing/building of a new home by an Indian middle class family and recommend few important insights to marketers to cater to this segment. (CO4)- Evaluate (HOT)

Summary Sheet:

CO Wise

CO	Q. No	Marks
CO1	1-5,6,9,12,14,15,23,24,25,26,30,31,36,37,38	110
CO2	7,10,12,13,14,16,17,18,19,21,20, 22,30,31,32,33,43,35,37,38	140
CO3	6,7,8,9,10,11,25,26,27,28,29,36	70
CO4	39,40	40
Total		360

Unit Wise

Unit	Q. No	Marks
Unit 1	1-5,23,24,34,35	85
Unit 2	6-11,25,26,27.28.29,36	100
Unit 3	12-18,30,31,37,38	95
Unit 4	19-22,32,33,39,40	80
Total		360

Blooms Taxonomy Level (BTL) Wise

BTL	Q. No	Marks
LOT	1-23,29,30,32	150
HOT	24,25,26,27.28,31,33,34,35,36,37,38,39,40	210
Total		360

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Disclaimer: - This is a Practice Set. The Question in End term examination will differ from the Practice set. This Practice set is meant for practice only.