



PRACTICE SET
End Semester Examination, December, 2025

Program: MBA

Semester: III

Course: Consumer Behaviour

Course Code: 11.623.2

Course learning Objectives

CLO 1: To discuss the conception of consumer behavior and reveal its importance in the context of marketing.

CLO 2: To make students understand the factors that influence consumer behavior.

CLO 3. To familiarize students with the consumer decision making process.

CLO 4. To help student identify the target market and determine the positioning strategy according to consumer characteristics and behavior

Course outcome:

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

CO 1: Establish the Inter-disciplinary nature of consumer behaviour & implement theories and concepts to marketing decisions.

CO 2: Identify different business opportunity based on changing Consumer Expectation & behaviour

CO 3: Distinguish between different consumer behaviour influences & work effectively to develop innovative offering.

CO 4: Develop, design and communicate innovative offering to the target market taking care of social and ethical values which affects consumer behavior.

SECTION A (5 Marks)

UNIT-I

1. State the difference between Customer & Consumer with the help of example. (CO1)-Understand (LOT)
2. Describe the areas of consumer behaviour which have applications in marketing. (CO1)-Understand (LOT)
3. Discuss the concept of Buying Motive in consumer behaviour through practical example. (CO1)-Understand (LOT)
4. Discuss the concept of Target Market with help of example. (CO1)-Understand (LOT)
5. Express in own words the importance of conducting Consumer Research. (CO1)-Understand (LOT)
6. Illustrate through two examples of each of low and high involvement in case of consumer non-durable and durable product.(CO1)-Apply (LOT)

UNIT-II

7. Discuss few reasons for diversity in consumer behaviour. (CO3)-Understand (LOT)
8. Illustrate the relevance of lifestyle with respect to offering Innovative Product. (CO2) –Apply (LOT)
9. Explain the different types of self-image with respect to self concept. (CO3)-Understand (LOT)
10. Discuss the concept of Conspicuous Consumption. Give few examples to clarify the concept. (CO2)-Understand (LOT)
11. Express the role of sensory receptor in the process of perception. (CO3)-Understand (LOT)
12. Discuss how Perceived risk influences Purchase behaviour? (CO1)-Understand (LOT)

UNIT-III

13. Discuss the role of Husband & Wife in family decision making. (CO3)-Understand (LOT)
14. Discuss the different elements of culture by citing examples from Indian context. (CO3)- Understand (LOT)
15. Discuss the concept of cross cultural analysis. (CO2)- Understand (LOT)
16. Describe two commercials from the Indian context that depicted cultural values. (CO3)- Understand (LOT)
17. Explain the relevance of Primary reference group in consumer behaviour with the help of example. (CO2)- Understand (LOT)

UNIT-IV

18. Illustrate how technology has influenced consumer behaviour? (CO4) –Apply (LOT)
19. Explain the role of Communication in the diffusion process. (CO3)- Understand (LOT)

20. Describe in detail the profile of opinion leader. (CO3 & CO4)- Understand (LOT)
21. Discuss the importance of opinion leader for marketers. (CO4)- Understand (LOT)
22. Explain the significance of Innovation for the society. (CO3 & CO4)- Understand (LOT)
23. Discuss the role of consumerism with respect to consumer safety and protection. (CO4)- Understand (LOT)

SECTION B (10 Marks)

UNIT I

24. Illustrate the various buying role of consumer with the help of practical example. (CO1& CO2)-Apply (LOT)
25. Explain through multiple examples the linkages between Bharatiya knowledge system and Consumer Behaviour. Ensure to cite relevant examples through proper analysis from the Indian Context.CO1-Analyze (HOT)

UNIT II

26. Explain Classical conditioning theory in detail. Analyze the implication of this learning theory in designing advertising programme. (CO1 & CO2)-Analyze (HOT)
27. Critically analyze Maslow's need hierarchy theory with its application in consumer behaviour. (CO1 &CO2)- Analyze (HOT)
28. Explain the concept of J.N.D. and mention three marketing situations where it can be successfully used. (CO1& CO3)- Analyze (HOT)
29. 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)
30. Explain the Concept of Attitude along with its formation. Discuss the implication of Attitude in consumer behaviour. (CO1)- Understand (LOT)

UNIT III

31. Explain the different types of reference group and their influence on consumer purchasing decisions with suitable examples. (CO3)-Understand (LOT)
32. Distinguish between Culture & Sub- Culture? Mention the cultural shifts in India that has affected consumer behaviour. (CO2 &CO3)-Analyze (HOT)
33. Explain important characteristics of social class & analyze the impact of status on consumer behaviour. (CO2 & CO3)-Analyze (HOT)

UNIT IV

34. Discuss the concept of Innovation and Diffusion of Innovation in consumer Behaviour and mention the categories of adopters, giving suitable examples. (CO3 & CO4)-Apply (LOT)

SECTION C (20 Marks)

UNIT I

35. Mention the different factors that affect consumer Behaviour. Produce suitable example to explain your point. (CO2)-Create (HOT)

36. Develop a questionnaire to find out the perception of Student towards the Training & Placement assistance provided by Jharkhand Rai University. (CO2)-Create (HOT)

UNIT II

37. Evaluate the relevance of personality in consumer Behaviour. Explain Freud's Psychoanalytic theory & Trait theory with practical example. (CO1)-Evaluate (HOT)

UNIT III

38. Explain the concept of Sub-Culture along with its type. Illustrate the impact of western culture on the outlook of urban youth in India through multiple examples. (CO2 & CO3)-Analyze (HOT)

39. Explain the different Stages of Family Life Cycle with the help of practical example. Evaluate the relevance of FLC for Marketers. (CO2 & CO3)- Evaluate (HOT)

UNIT IV

40. Explain in detail the entire process of communication. Recommend important points to be kept in mind while communicating innovative offering to the target market. (CO4)-Evaluate (HOT)

Summary Sheet:

CO Wise

CO	Q. No	Marks
CO1	1-6,12,24,25,26,27,28,29,30,37	95
CO2	8,10,15,17,24,25,26,27,32,33,35,36,38,39	110
CO3	7,9,11,13,14,16,19,20,22,28,29,31,32,33,34,38,39	95
CO4	18,20,21,22,23,34,40	45
Total		345

Unit Wise

Unit	Q. No	Marks
Unit 1	1-6,24,25,35,36	90
Unit 2	7-12,26-30,37	100
Unit 3	13-17,31,32,33,38,39	95
Unit 4	18-23,34,40	60
Total		345

Blooms Taxonomy Level (BTL) Wise

BTL	Q. No	Marks
LOT	1-24,30,31,34	155
HOT	25,26,27,28,29,32,33,35-40	190
Total		345

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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.