

Shri Guru Nanak Degree College
Preet Vihar, Rudrapur

Class: B.Com. (Hons.) Semester IV

Subject– Consumer Behaviour

Long Answer Questions

1. Define consumer behaviour. Explain its nature and scope.
2. Discuss the importance of studying consumer behaviour for marketers.
3. Explain the consumer decision-making process with a diagram.
4. Describe the different levels of consumer decision-making.
5. Explain the types of consumer decision-making with examples.
6. What are the implications of consumer behaviour in marketing?
7. Discuss the role of motivation in consumer behaviour.
8. Explain the theories of motivation used in understanding consumers.
9. Define consumer involvement. What are its types and significance?
10. Discuss the relationship between personality and consumer behaviour.
11. Explain the concept of self-concept and its relevance in marketing.
12. What is perception? How does it influence consumer behaviour?
13. Explain the process of consumer learning with examples.
14. Describe the role of memory in consumer decision-making.
15. What are consumer attitudes? Explain their formation and change.
16. Explain the process of information processing in consumers.
17. Discuss the role of reference groups in shaping consumer behaviour.
18. How do family members influence consumer behaviour?
19. Discuss the impact of social class on buying decisions.
20. Explain the cultural and sub-cultural influences on consumer behaviour.
21. How does cross-cultural analysis help in international marketing?
22. What is the diffusion of innovation? Explain its process.
23. How does media affect consumer behaviour?
24. What is the impact of globalization on consumer behaviour?

25. Explain the consumer decision process and problem recognition.
 26. What are the types of search behaviour in decision-making?
 27. Explain evaluation of alternatives in the consumer decision-making process.
 28. Discuss the factors influencing purchase decisions.
 29. Explain post-purchase behaviour and its importance for marketers.
 30. Discuss consumer behaviour models in detail.
 31. What is consumerism? How is it affecting modern marketing?
 32. Define consumer satisfaction and its measurement.
 33. What is consumer dissatisfaction? What causes it?
 34. Discuss the factors that affect brand switching behaviour.
 35. Explain brand loyalty and how it is built.
 36. What is repeat buying? How does it benefit marketers?
 37. Explain opinion leadership and its effect on buying behaviour.
 38. Discuss the role of influencers and social media in consumer behaviour.
 39. What is complaining behaviour? How should firms respond?
 40. Discuss emotional vs rational buying behaviour.
 41. What are the major psychological factors affecting consumers?
 42. Explain Maslow's hierarchy of needs with its application in marketing.
 43. How do personality traits influence product choice?
 44. Discuss any two consumer behaviour models.
 45. What are the key components of attitude and their implications?
 46. How do marketers use perception to influence consumers?
 47. Explain the role of consumer learning in brand preference.
 48. Differentiate between high-involvement and low-involvement buying decisions.
 49. Discuss any recent trends in consumer behaviour.
 50. How is consumer behaviour different in rural vs urban markets?
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✓50 Short Answer Questions (2–3 marks each)

1. Define consumer behaviour.

2. What is the scope of consumer behaviour?
3. Write any two types of consumer decision-making.
4. Define motivation in consumer behaviour.
5. What is consumer involvement?
6. State any two features of consumer perception.
7. What is self-concept?
8. What is the role of learning in buying behaviour?
9. Define attitude.
10. What is information processing?
11. Define reference group.
12. What is the influence of family on buying decisions?
13. What is social class?
14. Define culture.
15. What is sub-culture?
16. Define cross-cultural behaviour.
17. What is the diffusion of innovation?
18. How does media influence consumers?
19. Define globalization.
20. What is problem recognition?
21. Define purchase behaviour.
22. What is post-purchase dissonance?
23. Name any two consumer behaviour models.
24. Define consumerism.
25. What is consumer satisfaction?
26. What is consumer dissatisfaction?
27. Define repeat buying.
28. What is brand loyalty?
29. Define brand switching.
30. What is opinion leadership?
31. Define complaining behaviour.
32. What is rational buying?

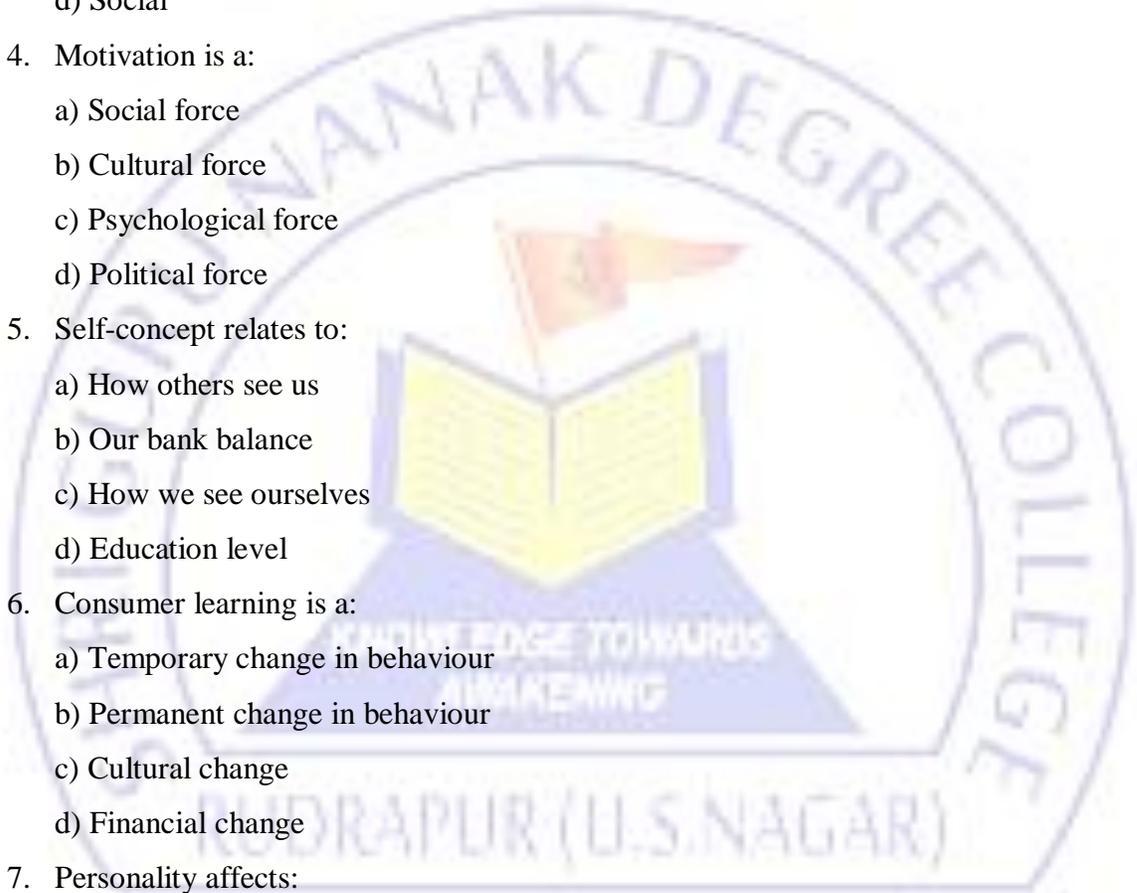
33. What is emotional buying?
34. Define personality.
35. What is perception filter?
36. State any two functions of attitude.
37. What is high-involvement buying?
38. What is low-involvement buying?
39. What are lifestyle variables?
40. What is need arousal?
41. Define internal search.
42. What is external search?
43. What is the evoked set?
44. Define cognitive dissonance.
45. What is impulse buying?
46. What is loyalty marketing?
47. What is a situational factor?
48. What is a psychological factor?
49. Define opinion leader.
50. Define buyer's remorse.

Objective Type Questions (1 mark each)

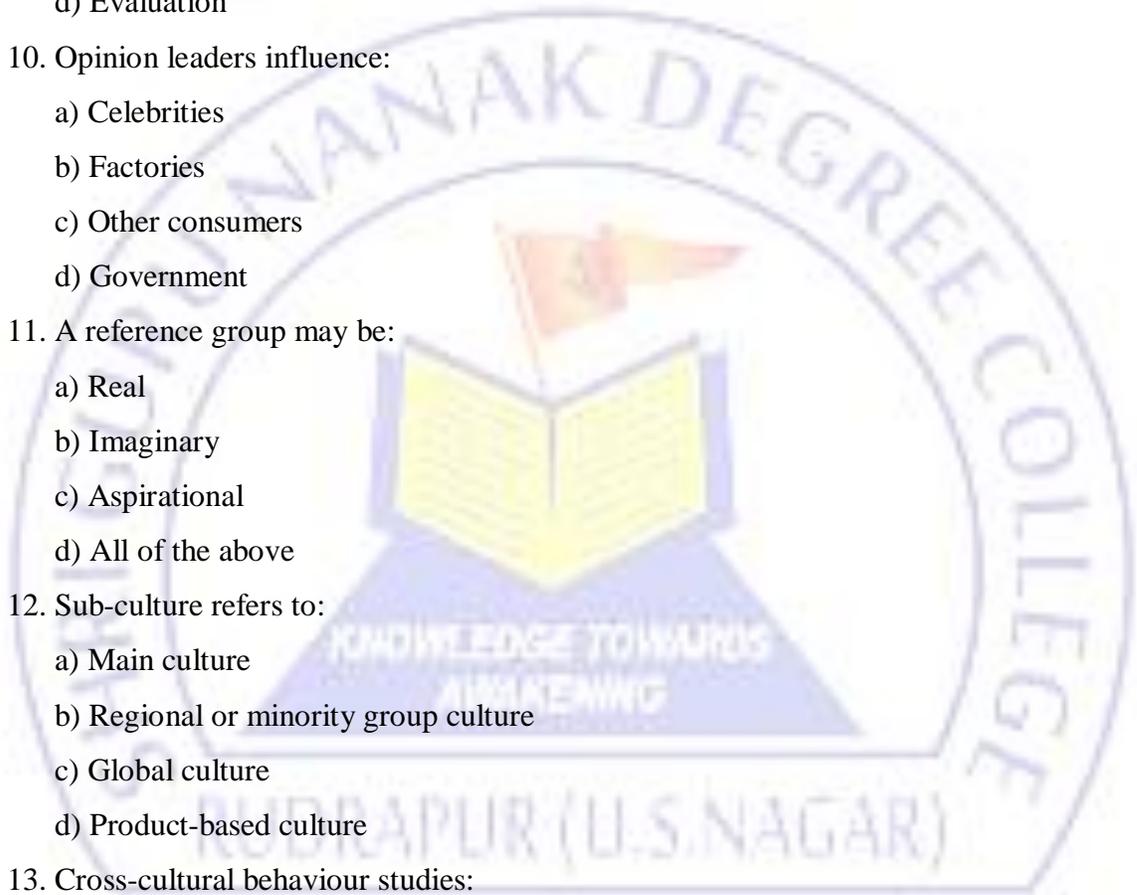
Choose the correct option:

1. Consumer behaviour is the study of how:
 - a) Products are made
 - b) Governments make policies
 - c) People buy and use products
 - d) Marketers manage their brand
2. Which of the following is *not* a level of consumer decision-making?
 - a) Habitual
 - b) Limited

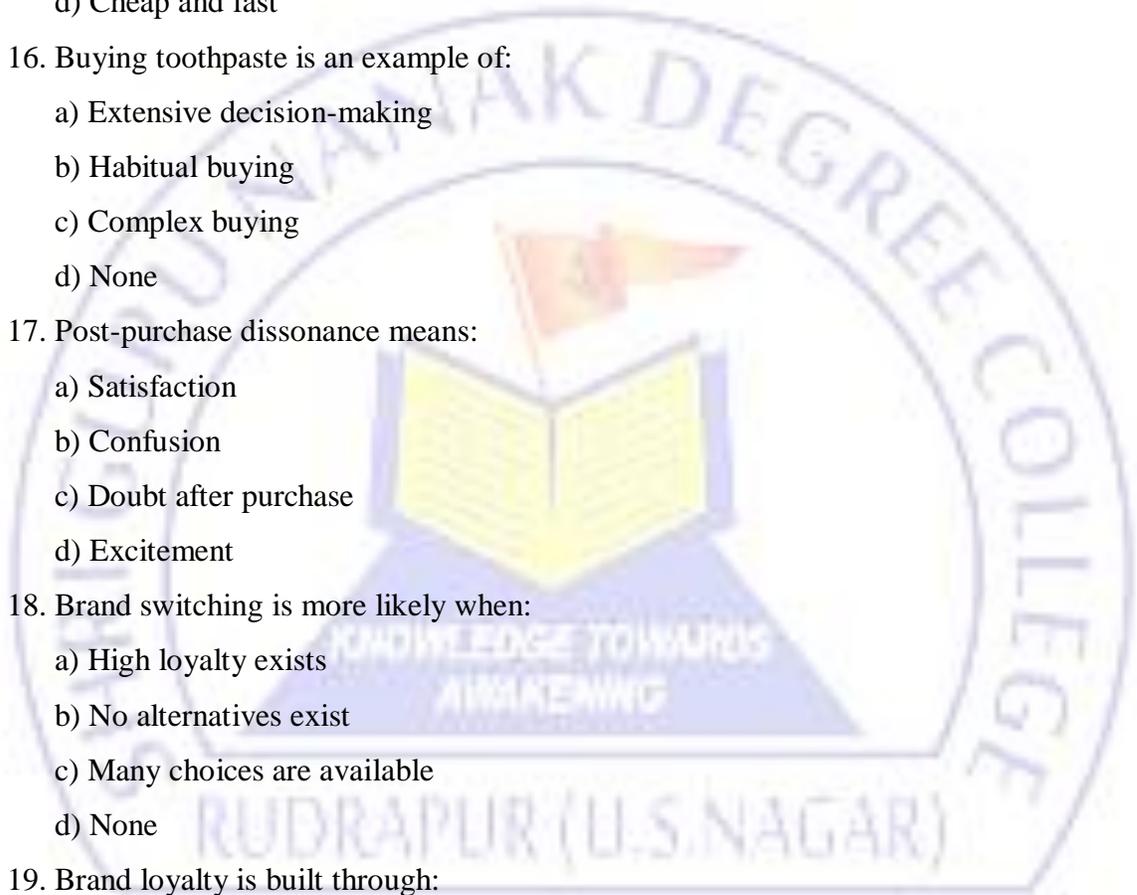
- c) Extended
 - d) Institutional
3. The Maslow's hierarchy of needs ends at:
- a) Safety
 - b) Self-esteem
 - c) Self-actualization
 - d) Social
4. Motivation is a:
- a) Social force
 - b) Cultural force
 - c) Psychological force
 - d) Political force
5. Self-concept relates to:
- a) How others see us
 - b) Our bank balance
 - c) How we see ourselves
 - d) Education level
6. Consumer learning is a:
- a) Temporary change in behaviour
 - b) Permanent change in behaviour
 - c) Cultural change
 - d) Financial change
7. Personality affects:
- a) Consumer income
 - b) Product availability
 - c) Consumer behaviour
 - d) Brand prices
8. Attitudes have:
- a) One component
 - b) Two components

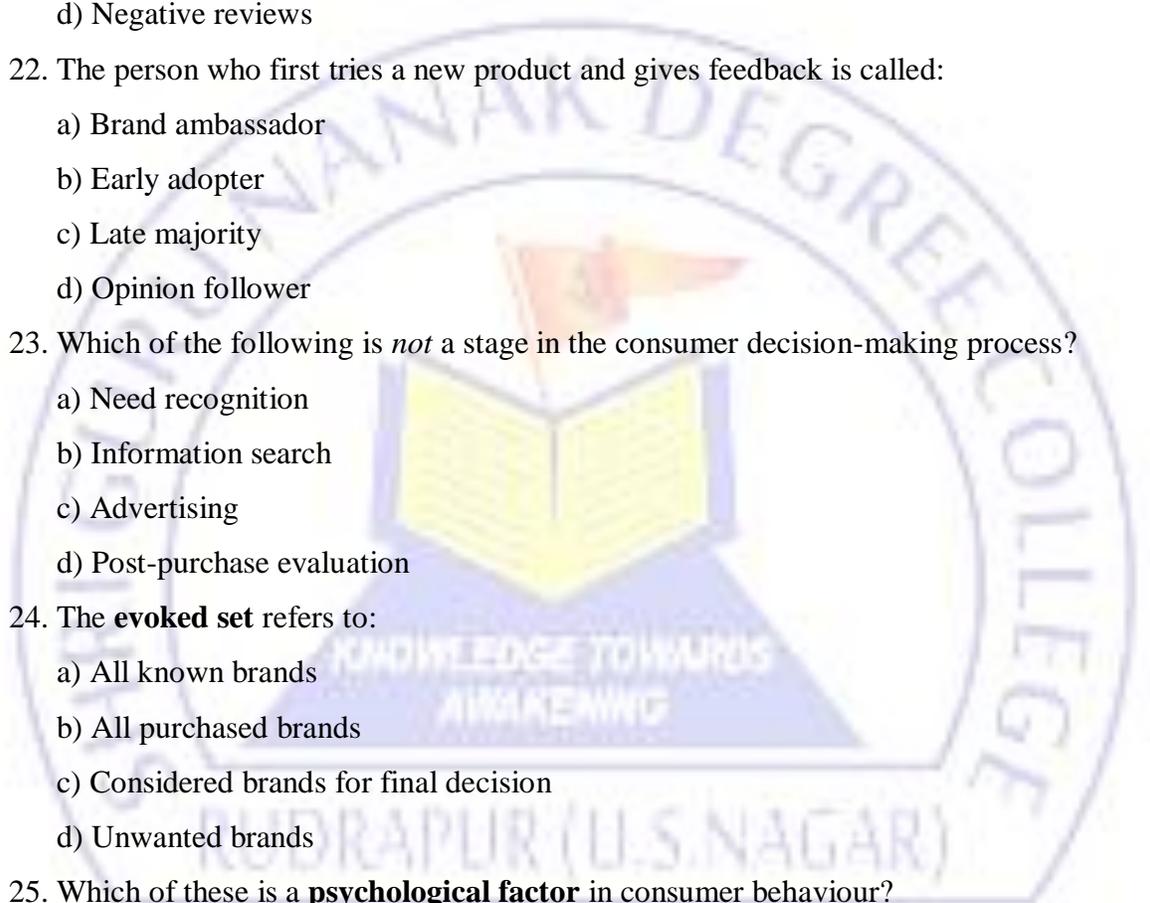


- c) Three components
 - d) Four components
9. Information processing starts with:
- a) Perception
 - b) Memory
 - c) Learning
 - d) Evaluation
10. Opinion leaders influence:
- a) Celebrities
 - b) Factories
 - c) Other consumers
 - d) Government
11. A reference group may be:
- a) Real
 - b) Imaginary
 - c) Aspirational
 - d) All of the above
12. Sub-culture refers to:
- a) Main culture
 - b) Regional or minority group culture
 - c) Global culture
 - d) Product-based culture
13. Cross-cultural behaviour studies:
- a) Local customers
 - b) International buying patterns
 - c) Product testing
 - d) Import-export rules
14. Diffusion of innovation relates to:
- a) How products are priced
 - b) How new ideas spread

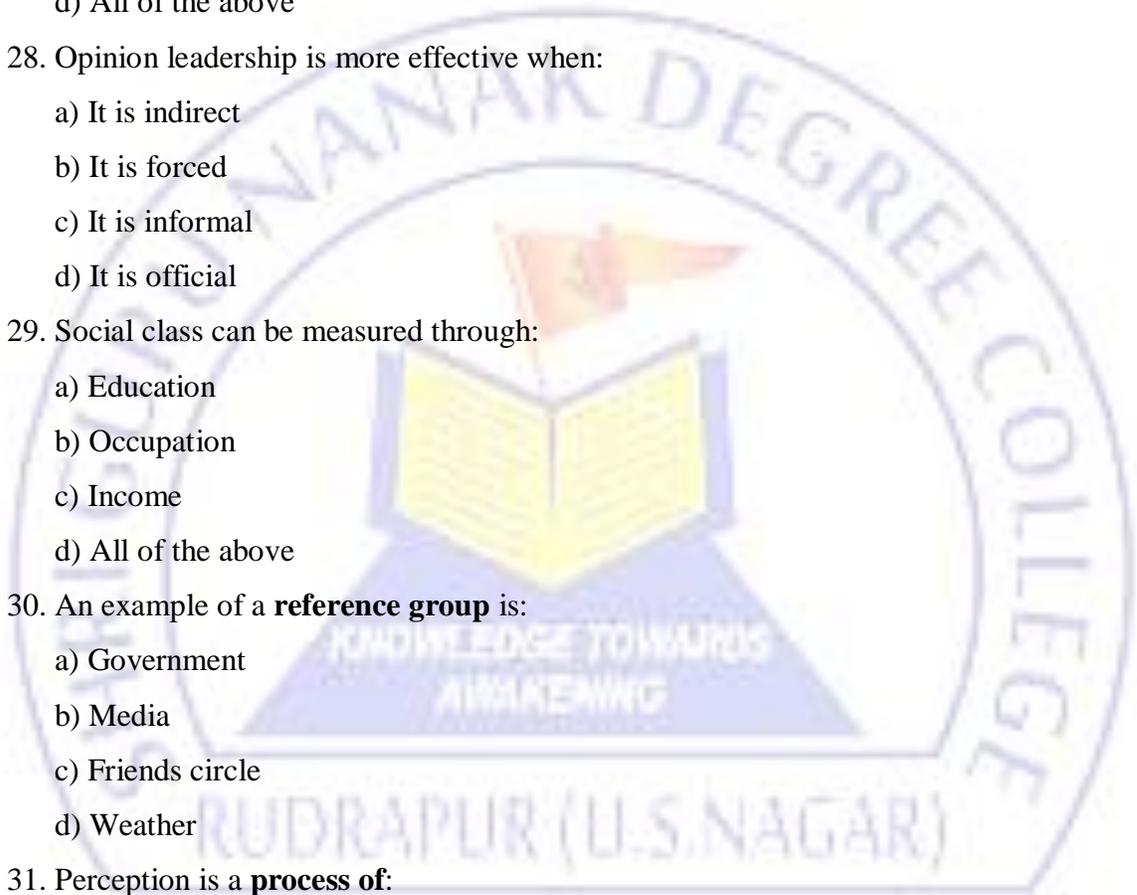


- c) Advertising costs
d) None
15. High-involvement purchases are usually:
- a) Impulse-based
 - b) Repetitive
 - c) Expensive and important
 - d) Cheap and fast
16. Buying toothpaste is an example of:
- a) Extensive decision-making
 - b) Habitual buying
 - c) Complex buying
 - d) None
17. Post-purchase dissonance means:
- a) Satisfaction
 - b) Confusion
 - c) Doubt after purchase
 - d) Excitement
18. Brand switching is more likely when:
- a) High loyalty exists
 - b) No alternatives exist
 - c) Many choices are available
 - d) None
19. Brand loyalty is built through:
- a) Random pricing
 - b) Trust and satisfaction
 - c) Low supply
 - d) Penalty
20. Repeat buying means:
- a) Buying by mistake
 - b) Planned return



- c) Repeated purchase of same brand
d) None
21. Consumer satisfaction leads to:
- a) Brand rejection
 - b) Brand switching
 - c) Repeat purchase
 - d) Negative reviews
22. The person who first tries a new product and gives feedback is called:
- a) Brand ambassador
 - b) Early adopter
 - c) Late majority
 - d) Opinion follower
23. Which of the following is *not* a stage in the consumer decision-making process?
- a) Need recognition
 - b) Information search
 - c) Advertising
 - d) Post-purchase evaluation
24. The **evoked set** refers to:
- a) All known brands
 - b) All purchased brands
 - c) Considered brands for final decision
 - d) Unwanted brands
25. Which of these is a **psychological factor** in consumer behaviour?
- a) Culture
 - b) Motivation
 - c) Family
 - d) Social class
26. When a buyer purchases something emotionally, it is called:
- a) Rational buying
 - b) Impulse buying
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- c) Group buying
d) Habitual buying
27. Which of the following influences perception?
a) Culture
b) Age
c) Experience
d) All of the above
28. Opinion leadership is more effective when:
a) It is indirect
b) It is forced
c) It is informal
d) It is official
29. Social class can be measured through:
a) Education
b) Occupation
c) Income
d) All of the above
30. An example of a **reference group** is:
a) Government
b) Media
c) Friends circle
d) Weather
31. Perception is a **process of**:
a) Influencing
b) Sensing and interpreting
c) Learning
d) Adapting
32. Cultural values are usually:
a) Temporary
b) Regional only



- c) Long-term and shared
 - d) Personal
33. Which of the following best describes **consumer behaviour models**?
- a) Product design
 - b) Statistical techniques
 - c) Frameworks to understand buying patterns
 - d) Pricing strategies
34. The **AIDA** model stands for:
- a) Attention, Interest, Desire, Action
 - b) Act, Inspire, Decide, Apply
 - c) Attention, Information, Decision, Action
 - d) Attraction, Involvement, Decision, Agreement
35. The process of **learning by observing others** is called:
- a) Repetition
 - b) Conditioning
 - c) Cognitive learning
 - d) Observational learning
36. A dissatisfied consumer is most likely to:
- a) Remain loyal
 - b) Recommend the product
 - c) Complain or switch brand
 - d) Buy more
37. A marketer wants to change consumer attitudes. The first step is to:
- a) Promote discounts
 - b) Understand current attitudes
 - c) Increase prices
 - d) Reduce product quality
38. The function of **post-purchase evaluation** is to:
- a) Decide price
 - b) Reflect on the buying experience

- c) Choose product
d) Compare brands
39. Which type of product is usually bought with **low involvement**?
- a) Laptop
b) Shoes
c) Salt
d) Furniture
40. The term “consumer black box” refers to:
- a) Advertising budget
b) Internal process of decision-making
c) Brand loyalty
d) Packaging strategy
41. A person switching brands frequently is likely to have:
- a) High loyalty
b) High involvement
c) Low loyalty
d) Brand ownership
42. Which is a **situational influence** on consumer behaviour?
- a) Mood
b) Product design
c) Personality
d) Culture
43. A consumer who **resists change** in brands is showing:
- a) Dissatisfaction
b) Consumerism
c) Brand loyalty
d) Opinion leadership
44. What is the purpose of **consumer feedback**?
- a) To reject complaints
b) To improve product/service

- c) To manipulate consumer
d) To reduce production
45. Which one is **not** a psychological influence?
- a) Learning
b) Personality
c) Culture
d) Perception
46. Which of the following is part of **external information search**?
- a) Memory recall
b) Past experience
c) Reading reviews
d) Instinct
47. A consumer who is **loyal to a store** is called a:
- a) Brand loyalist
b) Store loyalist
c) Product marketer
d) Retail rejector
48. Which component is **not** part of attitude?
- a) Affective
b) Cognitive
c) Behavioural
d) Cultural
49. **Cognitive dissonance** occurs when:
- a) There's confidence in the purchase
b) There is a mismatch between belief and action
c) The product is defective
d) The consumer is loyal
50. The process of influencing people's buying through **media** is called:
- a) Product placement
b) Media bias

- c) Social marketing
- d) Advertising

