

MCQs: [206MKT] – [Consumer Behavior]
UNIT-I: Introduction to Consumer Behaviour

Sr. No.	Question Type	Question	Marks
1	Remembering	<p>Q.1 Define Consumer Behaviour</p> <p>Ans. The decision process & physical activity individuals engage in when evaluating, acquiring, using or disposing of goods & services is called as CB</p> <p>OR</p> <p>CB can be said to be the study of how individuals make decisions on how to spend their available resources like time, money, effort on various consumption related items</p> <p>OR</p> <p>CB is defined as the behaviour displayed by consumers in searching for purchasing, using, evaluating & disposing of products & services that they expect will satisfy their needs</p> <p>Q.2 CB discipline draw concepts from which other scientific disciplines?</p> <p>Ans. Psychology, Sociology, Socio-psychology, Cultural anthropology & economics</p> <p>Q.3 Differentiate between consumer & customer</p> <p>Ans. Customer is referred to someone who regularly purchases from a particular store or company & he, himself may not be the ultimate user of it, whereas consumer is a potential adopter of a paid product or service or even free service or philosophies or ideas</p> <p>Q.4 What are the roles played by an 'Initiator' & 'Influencer' in consumer behaviour studies?</p> <p>Ans. 'Initiator' is an individual who determines that some need or want is not being met & authorises a purchase to rectify the situation. 'Influencer' is a person who by some identified or unidentified word or action influences the purchase decisions, the actual purchase and/or the use of the product or service</p> <p>Q.5 Who are the buyers and users in CB studies?</p> <p>Ans. The individual who actually makes the purchase transaction is called as a 'buyer', whereas the person most directly involved in the consumption or use of the purchase is called as 'user'</p> <p>Q.6 Enlist one similarity & one difference between an individual buyer and an organizational buyer</p> <p>Ans. The similarity between organizational buying &</p>	2

		<p>consumer buying is that it is not 'organization' making the buying decision but people within those organization like individual buying, whereas the organizational buying & consumer buying differs in 'market structure & demand', 'buyer characteristics' & decision processes & buying patterns'</p>	
		<p>Q.7 Give at least two examples of organizational buyers Ans. Private Organizations like Tata Motors, Reliance industries, HUL; Government organizations like Railways, MSRTC (State road transport), BSNL; Educational institutions like SPPU, DIMR, Financial institutions like Muthoot, Axis, and ICICI</p>	
		<p>Q.8 Enumerate two benefits / advantages of market segmentation in studying consumer behaviour Ans. (i) Helps in distinguishing one customer group from another, selecting or choosing (ii) Helps to adopt the offerings to suit the target market's needs and tap it effectively (iii) Enables dividing the markets and conquering them (iv) Helps to make the marketing effort more efficient and economical (v) Helps to identify and concentrate on less satisfied segments (vi) Market segmentation helps customers too by getting offerings suitable to the needs of the particular segment</p>	
		<p>Q.9 Give two criteria or matters of concern for the marketer for selecting a market segment Ans. (i) Identification: of the common characteristics relevant to a particular product or service (ii) Measurability: the degree of measurability of the size & purchasing power of the segments. (iii) Accessibility: the extent to which the market segments can be reached and served. (iv) Substantiality: the extent to which the segments are large enough and worthy of investment. (v) Stability: to be sure of the stability of the consumers in terms of their demographic and psychological characteristics and wants & needs which are likely to grow faster over a period of time</p>	
		<p>Q.10 Give at least four bases for Market Segmentation for understanding consumer behaviour Ans. (i) Geographic Segmentation - Rural, Urban (ii) Demographic Segmentation – Gender, Occupation etc. (iii) Psychographic segmentation – Social class, Lifestyle etc.</p>	

		<p>(iv) Behaviouristic Segmentation – Aware, Unaware, Interested etc.</p> <p>(v) Use-related – Non-user, Potential user etc.</p> <p>(vi) Benefit Segmentation – Quality, service etc.</p>	
		<p>Q.11 Define Consumerism</p> <p>Ans. Consumerism encompasses the evolving set of activities of government, business and independent organizations that are designed to protect the rights of consumers</p> <p>OR</p> <p>Consumerism is concerned with protecting consumers from all organizations with which there is an exchange relationship. There are consumer problems associated with hospitals, libraries schools, police forces and various government agencies, as well as with business firms</p> <p>OR</p> <p>Consumerism is a collective action of the consumers to protect their own interests indicates failure on the part of the business system, which includes public policy makers and the government to guarantee and ensure the legitimate rights of the consumers</p>	
		<p>Q.12 Enlist two enduring problems which led to the consumer movement as consumerism</p> <p>Ans. (i) Disillusionment with the system</p> <p>(ii) The performance gap</p> <p>(iii) The consumer information gap</p> <p>(iv) Antagonism toward advertising</p> <p>(v) Impersonal & unresponsive marketing institutions</p> <p>(vi) Intrusions of privacy</p> <p>(vii) Declining living standards</p> <p>(viii) Special problems of the disadvantaged</p> <p>(ix) Different views of marketplace</p>	
		<p>Q.13 Enlist four fundamental rights of the consumer</p> <p>Ans. (i) The right to safety</p> <p>(ii) The right to be informed</p> <p>(iii) The right to choose</p> <p>(iv) The right to be heard</p>	
		<p>Q.14 Which are the two extended rights of consumer apart from his fundamental rights that are very important in the present context & speak about consumerism?</p> <p>Ans. (i) Environmental Concern: The right to a clean environment & to be assured that the environment the consumer lives in is free from pollution.</p> <p>(ii) Consumer Privacy: To obtain the benefits of technology without losing basic privacy rights</p>	

		<p>Q.15 How marketers should response to the consumer issues?</p> <p>Ans. (i) By understanding the consumer issues & (ii) Designing a consumer response system like understanding consumer experience, establishing a consumer advisory board, listening to consumers and responding effectively, establishing a corporate consumer affairs unit & educating consumers</p> <p>Q.16 Give two reasons leading to the rise of consumerism</p> <p>Ans. (i) Deceptive Advertising (ii) Truth about labeling and product performance (iii) Typical malpractices and Unfair Trade practices</p> <p>Q.17 Give two benefits of Consumerism</p> <p>Ans. (i) Consumer Education (ii) Liaison with Government and the producer (iii) Product Research and Inform the consumers</p> <p>Q.18 Identify two major factors for changing consumer behaviour in the context of the evolving Indian economy</p> <p>Ans. (i) Rapid urbanization leading to changes in the mindset of consumers (ii) Increasing income levels (iii) Shift in approach towards family systems</p> <p>Q.19 Give two benefits of e-commerce, ICT tools & changing marketplace to the consumer</p> <p>Ans. (i) Easy access to information (ii) Ability to shop on different devices (iii) Option to share their experiences with others</p>	
2	Understanding	<p>Q.1 Explain the concept of 'Consumer Behaviour' and how the terms customer, consumer, buyer & user are distinct from each other</p> <p>Ans. CB Definition (1) Distinctive characteristics of each term (4)</p> <p>Q.2 Illustrate how different Behavioural Science disciplines have contributed to the study of Consumer Behaviour</p> <p>Ans. Brief explanation of contribution of different Behavioural Science disciplines like Psychology, Sociology, Socio-psychology, Cultural anthropology & economics in the study of CB (1 mark each for the contributing disciplines)</p> <p>Q.3 Explain the similarity & distinction between organizations as buyer & the final consumer with examples</p> <p>Ans. At least five points in total of similarities & distinctions to be briefly explained (5 marks) (1 mark each for a point)</p> <p>Q.4 What are the benefits of market segmentation in the</p>	5

		context of consumer behaviour? Ans. Types of market segmentation (2 marks) Benefits of segmentation (3 marks)													
		Q.5 Illustrate the bases for segmenting consumer markets with examples Ans. Briefly explain the five bases of market segmentation (1 mark each)													
		Q.6 Discuss the concept of 'Consumerism' with at least two suitable examples Ans. Definition of consumerism (1 mark) Concept including the reasons leading to consumerism (2 marks) Any two examples that speaks about consumer right & consumerism like deceptive advertising, unfair trade practice, product/service quality or performance, privacy violation, environmental negligence, usage hazards, information gap etc. (2 marks)													
		Q.7 Explain the roots of consumerism or the reasons behind rise of consumerism Ans. Briefly explain at least five reason behind rise of consumerism (1 mark for each reason)													
		Q.8 Give five real life examples or the incidences you have come across about the deceptive advertising, truthfulness of labeling or product performance, product quality & safety measures, hoarding, black marketing or adulteration Ans. Give one example each of any consumer right or consumerism issue (1 mark each for every example)													
		Q.9 Discuss the benefits of Consumerism to consumers Ans. Write any five benefits of consumerism to the consumers in the context of seven consumer rights (1 mark each for the benefits)													
		Q.10 Which are the fundamental rights of the consumers? Ans. Write five fundamental rights of consumer (1 mark each for the rights)													
		Q.11 Match the corporate or institutional practices with the relevant consumer right													
		<table border="1"> <thead> <tr> <th></th><th>Institutional Practices</th><th></th><th>Consumer Right</th></tr> </thead> <tbody> <tr> <td>1</td><td>A paper mill affluent discharged into the river which is a source of residential water supply</td><td>A</td><td>The right to be informed</td></tr> <tr> <td>2</td><td>A packaged food company</td><td>B</td><td>The right to be</td></tr> </tbody> </table>		Institutional Practices		Consumer Right	1	A paper mill affluent discharged into the river which is a source of residential water supply	A	The right to be informed	2	A packaged food company	B	The right to be	
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			selling a food product containing non-permissible preservatives		heard		
		3	A pharmaceutical company violating government regulations by selling a medicine brand at higher price	C	The right to choose		
		4	A cosmetic company advertisement claiming that the product gets rid of wrinkles, due to age	D	The right of privacy		
		5	A person's contact details shared by his social media platform service provider company to other companies	E	The right to safety		
		6	A telecom service user complains against the company, in consumer forum as his billing issues were not resolved by the company	F	The right of Environmental Protection		
		<p>Q.12 Discuss the changing patterns of consumer behaviour in the context of the evolving Indian economy</p> <p>Ans. Microeconomic factors of economy like National income, consumptions, savings, investment, employment (2 marks)</p> <p>Relevant parameters indicating changing consumer behaviour like changing social classes especially socialites/upper classes and BoP consumers, increasing number of working women, youth, cultural influence & conservative consumers, rural & urban consumers etc.</p>					
		<p>Q.13 Illustrate how the internet, e-commerce & ICT have brought about the change from conventional to digital consumer marketplace?</p> <p>Ans. Features of conventional/traditional marketplace (2 marks)</p> <p>Transition of Physical / Offline marketplace to Online market, e-commerce, mobile e-commerce (Features & benefits of ICT tools & e-commerce) (3 marks)</p>					
		<p>Q.14 Explain how consumer behaviour studies can be applied in the marketing?</p>					

		Ans. Explain the concept of CB (1 mark) Marketing applications like better understanding of consumer needs & market analysis, advantage in market segmentation & selection of target market, better integration of marketing mix strategies, use in social & non-profit marketing & CSR (4 marks)	
3	Applying	<p>Q.1 A marketer in a pharmaceutical industry manufacturing an Anti-aging cream which claims to protect the skin from wrinkles, blemishes & dark circles due to age, believes that “In the factory, we make cosmetic but in the medical store we sell hope”. How does this apply to the marketing concept & emphasize the need for marketers to understand consumer behaviour?</p> <p>Ans. Concept of CB (2 Marks) Marketing applications of CB (3 Marks) Explanation with reference to the product how does the study of CB would help in identifying the target market & do market segmentation, better understanding of the target customers’ needs etc. (5 Marks)</p> <p>Q.2 In what ways is the study of consumer behaviour helpful to the consumer groups, advocates, government statutory bodies in designing the laws to assist & protect consumer in the movement of consumerism?</p> <p>Ans. Concept of CB (2 Marks) Concept of Consumerism (3 Marks) Narration of different Consumer purchase/exchange situations & interactions with various institutions & the probable ways of the very rights of consumer getting violated which would ultimately lead to address those through consumerism (5 Marks)</p> <p>Q.3 Choose any Non-profit or social organization and identify & suggest the areas where the knowledge of its ‘consumers’ can be applied to improve the services it provides</p> <p>Ans. Definition of consumer & concept of consumer behaviour (3 Marks) Consider any non-profit organization working in areas like social welfare, education, poverty, agriculture etc., identify their consumers who are the receivers of the service provided & explain how consumer behaviour study would help an organization to improvise their services (7 Marks)</p> <p>Q.4 Understanding the ever-changing and more complex ‘Consumer Behaviour’ in today’s context, adopting which strategy would be more appropriate for the marketers,</p>	10

		<p>'market aggregation' or 'market segmentation'?</p> <p>Ans. Concept of CB (2 Marks)</p> <p>CB in today's context (1 Mark)</p> <p>Concepts of Market segmentation & aggregation (2 Marks)</p> <p>Benefits of Market segmentation & its advantages over market aggregation strategy (5 Marks)</p>	
		<p>Q.5 Demonstrate how 'Consumer complaints & its redressal' is gaining more importance in the corporate policies? Should consumer complaints be taken as useful assets by the company? Suggest what measures should be taken by the FMCG company in this regard?</p> <p>Ans. Concept of Consumerism (1 Mark)</p> <p>Consumer Right of Redressal (2 Marks)</p> <p>Importance of consumer redressal in corporate policies & why should companies consider consumer complaints as an asset to improve on offerings & services (2 Marks)</p> <p>Measures to be taken by FMCG companies to address consumer complaints (5 Marks)</p>	
		<p>Q.6 For the following goods & services, suggest an appropriate segmentation strategy (i) A portable refrigerator (ii) e-bike rental service How would you determine the size & behavioral attributes of the segments?</p> <p>Ans. Market segmentation concept (2 Marks)</p> <p>Characteristics of prospective customers considered for segmentation, behavioral attributes, logic for tentative size determination for product (i) (4 Marks)</p> <p>Characteristics of prospective customers considered for segmentation, behavioral attributes, logic for tentative size determination for product (ii) (4 Marks)</p>	
		<p>Q.7 Determine the primary benefits that might be sought by consumers of the following products: (i) Multi-grain biscuits (ii) Hair styling gel (iii) Trekking shoes (iv) Smart watch (v) Foldable bicycle</p> <p>Ans. Features/attributes/benefits consumer expect or look into in the given products like good taste, nutritious values, good packaging & reasonable price etc. would be sought by consumers in multi-grain biscuits (2 Marks each for every product)</p>	
		<p>Q.8 Give an example of a product or service, the segmentation of which can be effectively done on the basis</p>	

		<p>of Gender, Education, Occupation, Income & Lifestyle. Give separate example for each of the parameter</p> <p>Ans. Give at least one example each for segmentation on the given parameters with justification or explanation like Anti-wrinkle cream (Gender), Club membership (Lifestyle) etc. (2 Marks each for every parameter)</p>	
		<p>Q.9 Discuss the various bases of market segmentation to be considered in case of the rural consumers for:</p> <p>(i) Smart Phone (ii) Multi-utility vehicle</p> <p>Ans. Concept & Bases of market segmentation (4 Marks)</p> <p>Appropriate bases of market segmentation with justification & explanation for the product (i) (3 Marks)</p> <p>Appropriate bases of market segmentation with justification & explanation for the product (i) (3 Marks)</p>	
4	Analyzing	<p>Q.1 Review the marketing & promotional activities undertaken by the marketing oriented companies from any of the industries/sectors given below and point out the relevance of 'consumer behaviour' to each activity</p> <p>(i) Automobiles (ii) Electronic Consumer Durables</p> <p>Ans. Mention the marketing or promotional activities of the given product segments like promotional campaigns, unique launch activities at specific places like corporate/IT zones, college campuses, housing societies etc., advertisements, hoardings, digital campaigns etc. carried out with a prime focus on consumer behavioral aspects (5 Marks for each product)</p> <hr/> <p>Q.2 A well known and reputed insurance company having a wide range of life & health insurance product portfolio is continuously organizing training & development programmes & workshops for its sales & marketing staff to equip them with the knowledge of consumer behavioral aspects to be executed in the field to better understand their prospects & their needs. But a hard-nosed marketing manager feels that what company does is a sheer waste of time and says that "All of this talk about consumers' decision process still just boils down to the same old fact – it's what he consumers buy, and how much of it, that's really important to the practicing marketer." Do proper analysis of the situation and express your stand on it</p> <p>Ans. Definition of consumer behavior (1 Mark)</p> <p>Concept & Importance of CB in today's context (2 Marks)</p> <p>Analysis of given situation to highlight the necessity of</p>	10

		<p>equipping the sales & marketing people with the knowledge of consumer behavioral aspects for the given service (6 Marks)</p> <p>Q.3 Do compare the consumer behaviour a few decades ago or that of the previous generation with the consumer behavior of present generation in the contemporary market and economical scenario. How the consumer behaviour has evolved over a period of time in the context of evolving Indian economy. Support your observations with the appropriate examples</p> <p>Ans. Definition & concept of CB (3 Marks) Transition of consumer behavior from that of the previous generation to that in the context of evolving social & economic scenario (5 Marks) Appropriate real life examples (2 Marks)</p> <p>Q.4 Point out at least two environmental or pollution aspects of the products or services you have used or might have known of and feel that those need to be addressed</p> <p>Ans. Concept of Consumerism (2 Marks) Elaborate on consumer right of environmental protection (2 Marks) Give any two examples of the products or services and explain how it leads to environmental concern which needs to be addressed (Ex. Excessive paper use leading to deforestation & also water pollution caused by paper mills; diesel cab/taxi services leading to air pollution etc.) (3 Marks each for an example)</p>	
5	Evaluating	<p>Q.1 Recall your past visit to a shopping mall and the shopping activities you got engaged into. Appraise the different variables involved in the situation and the nature of their influence on your shopping behaviour. Narrate the inferences drawn</p> <p>Ans. Identify at least five variables which influenced your purchase behaviour and decision making in the given situation (individual variables like what motivated your purchases, selection of product based on your personality or perception, past experiences etc. or other environmental variables like your lifestyle, friend or family recommendations etc. or other factors like advertisements, offers, mall ambience, location etc.) (2 Marks for each variable)</p>	10

		<p>Q.2 “Any organization which focuses on the ‘Average’ consumer studies and fails to understand that every consumer is unique” would fail miserably”. Do you agree with this statement? Take a critical view of the statement & justify with suitable examples</p> <p>Ans. Concept of CB (3 Marks) Marketing applications of CB (3 Marks) Appropriate examples (4 Marks)</p> <p>Q.3 Mondelez international’s ‘Oreo’ cookies with chocolate & sweet cream flavors are a big hit in Indian market. But a recently launched new limited edition flavor ‘Watermelon Oro’ was a big failure. Try to judge the product failure from the consumer’s perspective and suggest how poor or improper knowledge of consumer behaviour or the lack of it could have contributed to the failure of the product</p> <p>Ans. Concept of CB (2 Marks) Marketing Applications of CB (2 Marks) Relevance of CB concept in the given situation and critical viewing of the case from consumer’s perspective highlighting possible reasons of failure (like weirdness of the concept of watermelon flavored cream etc.) (6 Marks)</p>	
		<p>Q.4 Appraise the effectiveness of the corporate & Government system established to respond and for the redressal of the consumerism issues in India</p> <p>Ans. Concept of Consumerism (2 Marks) Review of Government redressal system with examples (like consumer forums, awareness programmes & campaigns etc.) (4 Marks) Review of Corporate redressal system with examples (like consumer care departments effective use of advertisements etc.) (4 Marks)</p> <p>Q.5 Peter Drucker had said, “Consumerism is the shame of the total marketing concept.” Comment giving your views on the rise of consumerism in India</p> <p>Ans. Concept of Consumerism (2 Marks) Critical review of the statement (6 Marks) Rise of consumerism in India (2 Marks)</p>	
6	Creating	<p>Q.1 A small scale ‘cold-press fresh seasonal fruit juice manufacturer’ has launched a range of packaged fruit juice products in Pune. He claims his products to be ‘natural’ made up from only fresh, seasonal, organic, best grade & quality fruits as well as ‘healthy’ without any preservatives and contains all nutritional value and fibers in it. His target customers are the health conscious people going to gyms,</p>	10

	<p>playing sports & fitness enthusiast.</p> <p>Design a business model for him taking into consideration the 'Consumer Behaviour' of the target customers and based on the contemporary ICT tools used in the changing consumer marketplace</p> <p>Ans. Concept of CB (2 Marks)</p> <p>Bases or parameters for Identification of the target customers by doing effective market segmentation for the given product (2 Marks)</p> <p>Behavioral aspects of the target customers (2 Marks)</p> <p>Business model considering the ICT tools & changed marketplaces to reach the customers (4 Marks)</p>	
	<p>Q.2 Hypothesize an 'Online streaming content or a web series producer' is trying to push and promote his content through different OTT platforms. When it comes to understanding his potential audience or viewers which happens to be youth predominantly, imagine what would be the advantages and disadvantages of viewing 'Consumer Behaviour' as (i) both a decision process & a physical activity and (ii) just a physical activity</p> <p>Ans. Concept of CB (2 Marks)</p> <p>Marketing application and effective segmentation by using CB in the given case (2 Marks)</p> <p>Analysis of both hypothetical scenarios by highlighting the advantages & disadvantages in the given case (6 Marks)</p>	
	<p>Q.3 Formulate marketing strategy for a 100 years old authentic pickles, spices and similar products manufacturing company offering a range food products with home-like & grandma style taste. The company has a huge loyal customer base of families & people from older generations. But the company wants the legacy created and carried out over such a long period to be continued with the newer generation of potential customers as well. Company believes that the consumer behaviour might have changed through generations but not the consumer needs, wants & the desire for the satiating home-like food. Formulate the strategy keeping in mind the purchase habits and patterns of contemporary consumers have changed due to the technological advancements, internet, e-commerce & social media platforms, ICT tools & overall consumer marketplace</p> <p>Ans. Concept of CB (2 Marks)</p> <p>Changing CB patterns in the context of evolving Indian economy (2 Marks)</p> <p>Changing consumer marketplace & ICT tools (2 Marks)</p>	

		Marketing strategy formulation for the given product considering all the above factors (4 Marks)	
		Q.4 Formulate an effective market segmentation strategy for a 'Fashion apparel brand' for Pan India market based on the consumer behaviour studies. Identify the differences between the users of different apparel brands and product types based on various differentiating parameters of the bases for segmentation Ans. Concept of CB (2 Mark) Market Segmentation & bases of it (3 Marks) Effective market segmentation strategy by identifying the unique characteristics of types of consumers from different segments (5 Marks)	

UNIT-II: Individual Determinants of Consumer Behaviour

Sr. No.	Question Type	Question	Marks
1	Remembering	Q.1 Which are the distinct properties of personality? Ans. (i) Personality will reflect individual differences (ii) Personality is consistent and enduring (iii) Personality can change	2
		Q.2 Mention two theories of personality Ans. (i) Trait Theory (ii) Psychoanalytic theory (Freudian Theory) (iii) Neo-Freudian Theory	
		Q.3 Give any two consumer personality traits which are been measured by using personality tests according to trait theory to analyze consumer behaviour Ans. (i) Consumer innovativeness – to what extent a person is receptive to a new buying experience (ii) Consumer susceptibility to interpersonal influence – to understand how consumers will respond to social influences. (iii) Consumer materialism – to ascertain the extent to which consumers are attached to worldly material possessions. (iv) Consumer ethnocentrism – the likelihood of consumer accepting or rejecting foreign-made products	
		Q.4 According to Psychoanalytic or Freudian theory the human personality is made up of which interdependent forces? Ans. (i) The Id	

		<p>(ii) The Ego (iii) The superego</p>	
		<p>Q.5 Define any two interdependent forces of personality from Psychoanalytic / Freudian Theory Ans. (i) The ID – The ID is referred to as the source of all its driving psychic energy. (ii) Super Ego – It is the internal representative of the traditional values and the ideals of society. (iii) Ego – In case of conflict between 'id' and 'Super ego', 'Ego' is the individual's conscious control and act as an internal force to control and re-direct the id-impulses and the socio-cultural restraints exercised by the super ego</p>	
		<p>Q.6 Since human drives are largely unconscious and usually consumers are unaware of the reason for buying various goods and services, researchers are applying Freud's psychoanalytic theory to the _____ (consumer choice / consumer purchases / consumer habits) and _____ (consumption situations / consumption patterns / consumption methods) by considering them as an extension of the consumer's own personality Ans. consumer purchases consumption situations</p>	
		<p>Q.7 Marketing applications of psychoanalytic theory is known as motivational research techniques. Which are the two most frequently used techniques in marketing? Ans. In depth interviews Projective Techniques</p>	
		<p>Q.8 Mention at least two names of the Neo Freudian / Social theorist and the base of their theories Ans. (i) Alfred Adler – the basic drive of man is to 'strive for superiority'. (ii) Eric Fromm – every man's goal is 'to escape from his bonds (loneliness) and seek love, brotherliness & security'. (iii) Harry Stack Sullivan – stresses on man's need for inter-relationship with other men. (iv) Karen Horney - the main drive of man is to cope with anxiety & to strive to reduce it.</p>	
		<p>Q.9 Which personality groups of individual were proposed by Neo Freudian / Social theorist Karen Horney to cope up with anxiety? OR Q.9 A personality test to study consumer behaviour based on Karen Horney's theory is known as CAD. What stands for</p>	

		<p>CAD?</p> <p>Ans. (i) Compliant type of individuals (C) (ii) Aggressive individuals (A) (iii) Detached persons (D)</p> <p>Q.10 According to Carl Jung the typology of personality is grouped into which two fundamental types? Ans. Extrovert Introvert</p> <p>Q.11 Mention few characteristics of selected Jungian Personality types Ans. (i) Sensing-Thinking (ST) (ii) Sensing-Feeling (SF) (iii) Intuitive-Thinking (IT) (iv) Intuitive-Feeling (IF)</p> <p>Q.12 Give at least one example each of marketing application of Freudian and Neo Freudian theories of personality Ans. (i) Freudian Theory – Nakshatra Diamond or Tanishq Platinum Jewelry (ii) Neo Freudian Theory – Fair & Lovely or Engage Pocket perfumes</p>	
		<p>Q.13 Identify the brand personalities or personality traits associated with the following brands: Woodland Shoes, SBI, Mountain Dew, Microsoft Ans. Woodland: Ruggedness SBI: Sincerity Mountain Dew: Excitement Microsoft: Competence</p> <p>Q.14 Mention at least two types of self images an individual can possess Ans. (i) Actual self image (ii) Ideal self image (iii) Social self image (iv) Ideal Social self image (v) Expected self image</p> <p>Q.15 Enlist the positive and negative effects of 'Consumer Emotions' on their buying behaviour Ans. (i) Positive effects of Consumer Emotions: Contentment, Happiness, Love, Pride (ii) Negative effects of Consumer Emotions: Anger, Fear, Sadness, Shame</p> <p>Q.16 What leads to brand personality? Ans. (i) Branding strategies (ii) Marketing Activities</p>	

	<p>Q.17 The most popular Trait and Factor Personality theory is based on which assumptions? Ans. Individuals possess relatively stable behavioral tendencies People differ in the degree to which they possess these tendencies and When identified & measured, these relative differences between individuals are useful in characterizing their personalities</p>	
	<p>Q.18 Mention the four views of development of self-concept Ans. (i) Self Appraisal (ii) Reflected Appraisal / Looking-glass self (iii) Social Comparison (iv) Biased Scanning</p>	
	<p>Q.19 Define Consumer Perception Ans. Perception can be defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. Often, the perceptual process is based on each one's own needs, values and expectations</p>	
	<p>Q.20 Perception is something more than sensation. Differentiate between the 'Absolute Threshold' and the 'Differential Threshold' of sensation Ans. The point at which an individual senses a difference between 'something' and 'nothing' is referred to as the 'absolute threshold' for a particular stimulus. The minimal difference that can be noticeable between two similar stimuli is known as the 'differential threshold' or the just noticeable difference</p>	
	<p>Q.21 Mention the components of 'perceptual process' Ans. (i) Perceptual Selection (ii) Perceptual Organization (iii) Perceptual Interpretation</p>	
	<p>Q.22 Which are the external factors influencing perception in 'Perceptual Selection'? Ans. (i) Intensity and size (ii) Position (iii) Contrast (iv) Novelty (v) Repetition (vi) Movement</p>	
	<p>Q.23 Enlist the 'internal factors' which influence the 'Perceptual Selection'? Ans. (i) Selective attention</p>	

		(ii) Selective exposure (iii) Selective perception (iv) Perceptual Defense (v) Perceptual equilibrium and disequilibrium	
		Q.24 Name the basic principles used in 'Perceptual Organization'? Ans. (i) Grouping (ii) Closure (iii) Context	
		Q.25 According to Gestalt psychology the 'Grouping' principle is organized into which categories? Ans. Proximity, Similarity, Closure, Good Continuation, Common Fate and Good Form	
		Q.26 List down the types of 'perceptual interpretation' OR Q.26 Enlist the factors which could influence the consumer leading to 'perceptual distortion' Ans. (i) Personality (Physical Appearance) (ii) Stereotype (iii) Halo effect (iv) Irrelevant cues (v) First impression (vi) Hasty conclusions	
		Q.27 Enumerate the factors distorting individual perception	
		Q.28 Enlist at least four types of risks perceived by consumers when making purchase decisions Ans. (i) Functional risk (ii) Financial risk (iii) Physical risk (iv) Social risk (v) Psychological risk (vi) Time risk	
		Q.29 Enlist at least four risk reduction strategies adopted by consumers Ans. (i) Consumers seek information (ii) Continuing with the same brand (iii) Going by brand image (iv) Going by the store image (v) Buy the most expensive product (vi) Seeking reassurance	
		Q.30 Enlist the components / principle elements of learning Ans. Drive (i) Motive (ii) Cues	

		<p>(iii) Response Reinforcement & Retention</p> <p>Q.31 Define Consumer Learning. Which are the types of learned behaviour? Ans. The process by which persons acquire the purchase and consumption knowledge and experience which they apply to future related behaviour is called consumer learning. Types of learned behaviour are (i) Physical Behaviour (ii) Symbolic learning and problem solving and (iii) Affective learning</p> <p>Q.32 Which are the two main schools of thought / theories in understanding the process of consumer learning and how do they differ from each other? Ans. (i) The 'Cognitive theory' treats learning as problem solving and concentrates on the changes in the consumer's psychological set as an outcome of learning. (ii) The 'Behavioural theory' as the term indicates is more concerned with observing changes in the way an individual responds on account of exposure to stimuli</p> <p>Q.33 What is the difference between the 'Classical conditioning' and 'Operant / Instrumental conditioning' of the 'Behavioral theories' of learning? Ans. 'Classical conditioning' is a process in which a previously neutral stimulus acquires the ability to elicit a response by repeated association with a stimulus that naturally produces a similar response. 'Instrumental conditioning' advocates that behaviour is a function of the consumer's assessment of the extent to which purchase behaviour can lead to satisfaction. Satisfaction can result in re-inforcement and an increase in the probability of repurchasing</p> <p>Q.34 Give at least two reasons why marketers are interested in 'consumer memory'? Ans. To understand, (i) What do consumers do after the receipt of information on products and services? (ii) What do consumers do after perceiving the information received? (iii) What is the role of consumer memory to bridge the gap between receipt of information and actual purchase?</p> <p>Q.35 Enlist the components of consumer memory system Ans. Sensory memory, Short-term memory and Long-term memory</p> <p>Q.36 Identify any two characteristics of 'Consumer Involvement' Ans.</p>	
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		<p>(i) It is related to the consumer's values and self-concept, which influence the degree of personal importance ascribed to a product or situation</p> <p>(ii) It can vary across individuals and different situations</p> <p>It is related to some form of arousal</p>	
		<p>Q.37 What are the dimensions of 'Consumer Involvement'?</p> <p>Ans.</p> <p>(i) Antecedents</p> <p>(ii) Moderating factors</p> <p>(iii) Involvement properties</p> <p>Response factors</p>	
		<p>Q.38 What are the types of consumer behaviour based on the 'Consumer involvement'?</p> <p>Ans.</p> <p>Low-involvement consumer behaviour – result in a passive consumer who engages in little if any active search for information</p> <p>High-involvement consumer behaviour – generates intense efforts on the part of the consumer for attending to and actively searching out sources of product and brand information</p>	
		<p>Q.39 Distinguish between 'Brand Equity' and 'Brand Loyalty' OR</p> <p>Q.39 How 'Brand Equity' and 'Brand Loyalty' are related to each other but still distinct?</p> <p>Ans. The concepts of 'Brand Equity' and 'Brand Loyalty' are related and also distinct. Brand equity reflects the greater confidence that consumers have in a brand, which translates into customer preference, resulting in brand loyalty and even a willingness to pay a premium</p>	
		<p>Q.40 What does the 'Cognitive response model' propose?</p> <p>Ans. Cognitive response refers to the response in individuals generated on seeing an advertisement which is evaluated in the light of past experiences, knowledge and attitudes. The response is recorded and helps the marketers to know if the advertisement is been accepted or rejected by consumers</p>	
		<p>Q.41 Which are the three basic responses identified through 'Cognitive response model'?</p> <p>Ans.</p> <p>(i) Product / Message thought</p> <p>(ii) Source oriented thoughts</p> <p>Advertisement execution thoughts</p>	
		<p>Q.42 What is the base of the 'Elaboration Likelihood Model of persuasion'?</p>	

		<p>Ans. The 'Elaboration Likelihood Model of Persuasion' seeks to explain how human process stimuli differently and the outcomes of these processes on changing attitudes and consequently behaviour. The model is based on the idea that persuasion level of a message can affect the desired effect of the message. A persuasive message will most likely change the attitude of the message recipient. Attitude change occurs even when the intention of message sending is not to change the attitude of the recipient</p>	
		<p>Q.43 What is the 'Social Judgment Theory' based on?</p> <p>Ans. 'Social Judgment Theory is based on the perception and evaluation of an idea by comparing it with current attitudes. According to this theory an individual evaluates every new idea, compare it with the individual's present belief or point of view to determine where it should be placed on the attitude scale in an individual's mind</p>	
		<p>Q.44 Enumerate the characteristics of 'Consumer Attitude'</p> <p>Ans.</p> <ul style="list-style-type: none"> (i) Attitudes have an object (ii) Attitudes have Direction, Degree and Intensity (iii) Attitudes have structure and (iv) Attitudes are learned 	
		<p>Q.45 Enlist the functions of 'Consumer Attitude'</p> <p>Ans.</p> <ul style="list-style-type: none"> (i) Utilitarian or Instrumental or Adjustment function (ii) Ego-Defensive function (iii) Value-Expressive function Knowledge function 	
		<p>Q.46 Which are the sources of Consumer attitude development?</p> <p>OR</p> <p>Q.46 Mention the factors involved in Consumer attitude formation or development</p> <p>Ans.</p> <ul style="list-style-type: none"> (i) Group factors like Family, Reference groups, social factors etc. (ii) Personality factors (iii) Direct / Personal experiences (iv) Direct marketing (v) Exposure to mass media 	
		<p>Q.47 Which are the four prominent 'Consumer attitude' theories?</p> <p>Ans.</p> <ul style="list-style-type: none"> (i) Balance Theory 	

		(ii) Congruity Theory (iii) Cognitive Dissonance Theory (iv) Affective Cognitive Consistency Theory	
		Q.48 Which are the important models of 'Consumer attitude'? Ans. (i) Tricomponent attitude model (a) The cognition component (b) The affective component (c) The conative component (ii) Multicomponent model of attitude (a) Fishbein Model (b) Extended Fishbein Model / Fishbein's Behavioural Intentions Model (c) Attitude towards the-Ad Model	
		Q.49 Enlist at least four principles to bring about 'Consumer attitude' change which can help the marketer to develop marketing strategies Ans. (i) It is easier to change beliefs rather than Desired Benefits (ii) It is easier to change Brand Beliefs than Brand Attitudes (iii) In case of Hedonic products, Attitudes are the most relevant strategic vehicle for change (iv) It is easier to change Attitudes, when there is Low level of involvement with the Product (v) Weak Attitudes are easier to change than strong ones (vi) It will be easier to change attitude held by consumers who have less confidence in their brand evaluation It is easier to change attitudes which are based on ambiguous information	
		Q.50 Enlist at least four Low-involvement strategies for changing Consumer attitudes Ans. (i) Link the product or service to an involving issue (ii) Link the product to a presently involving personal situation (iii) Develop High-involvement advertisements (iv) Change the importance of product benefits Reveal or introduce important product characteristics	
		Q.51 Enlist at least four High-involvement strategies for changing Consumer attitudes Ans. (i) Change existing beliefs about the consequences of	

		<p>behaviour</p> <ul style="list-style-type: none"> (ii) Change consumers' evaluation of the consequences of a particular action (iii) Introduce new beliefs / evaluation combinations (iv) Change existing normative beliefs (v) Change motivations to comply with subjective norms (vi) Introduce new normative components 	
		<p>Q.52 Needs & goals constitute 'Consumer motivation', how would you differentiate between them?</p> <p>Ans. Needs can be a feeling or desire for something which is lacking and through performing various activities to get the feeling of lacking removed and thus become satisfied. Goals are known as the sought after result of motivated behaviour; that is they are the end points of motivation behaviour</p>	
		<p>Q.53 How would you categorize the needs or motives in 'Consumer Motivation'?</p> <p>Ans. The needs / motives could fall into three basic categories:</p> <ul style="list-style-type: none"> (i) Physiological or Primary needs (ii) Psychological needs and (iii) Learned (Secondary / Cultural) Needs 	
		<p>Q.54 Which are the principal cases of 'Motivational conflict'?</p> <p>Ans.</p> <ul style="list-style-type: none"> (i) Approach-Approach conflict: when conflict exists between two desirable alternatives (ii) Avoidance-avoidance conflict: When consumers face choices between two alternatives, both of which are perceived as being negative in nature. (iii) Approach-Avoidance conflict: When consumers are in conflict between a positive and negative alternative 	
		<p>Q.55 What is 'Defense Mechanism' in Needs-Satisfaction chain of 'Consumer Motivation'?</p> <p>Ans. An individual or a consumer experiences frustration when he or she fails to achieve a goal. He / She learn to handle frustrating situations differently. While some may go for substitute goals others may adopt a defense mechanism like behaviour to protect their self-esteem or self-image</p>	
		<p>Q.56 What are the elements of 'Defense Mechanism' in the Needs-Satisfaction Chain of 'Consumer Motivation'?</p> <p>Ans.</p> <ul style="list-style-type: none"> (i) Aggression 	

		(ii) Rationalization (iii) Regression (iv) Withdrawal (v) Projection (vi) Identification (vii) Repression									
		Q.57 Motives / Needs can be aroused by which stimuli? OR Q.57 Which types of stimuli can arouse a motive / need? Ans. (i) Physiological Conditions (ii) Cognitive Activity (iii) Emotional Situation (iv) Exterior or Environmental Condition									
		Q.58 Enlist various motivational Theories Ans. (i) Maslow's Hierarchy of needs (ii) Mc Clelland's Theory of Need Achievement (iii) Alderfer's ERG Hierarchy of Needs (iv) Vroom's Expectancy Theory									
		Q.59 Which are the needs, identified by Maslow in his 'Need Hierarchy Theory'? Ans. (i) Physiological Needs (Food, water, air, sex, shelter) (ii) Safety and Security Needs (Protection, order, stability) (iii) Social Needs (Affection, Friendship, Belonging) (iv) Esteem Needs or Ego Needs (Prestige, status, self respect) and (v) Self Actualization Needs (Self Fulfillment)									
2	Understanding	Q.1 Illustrate the importance of personality & self-concept in the study of consumer behaviour with examples Q.2 Summarize the core of major personality theories underlining the basic distinctive propositions put forward in them	5								
		Q.3 Explain the distinctive features of Freudian and Neo-Freudian or Social theories of personality Q.4 Explain the applications and limitations of the Trait & Factor Theories of personality Q.5 Match the 'Brand Personality' of the following brands with the Jennifer Aaker's 'Personality adjectives': <table border="1"> <thead> <tr> <th></th><th>Brands</th><th></th><th>Personality Adjectives</th></tr> </thead> <tbody> <tr> <td>1</td><td>Microsoft</td><td>A</td><td>Sincerity</td></tr> </tbody> </table>		Brands		Personality Adjectives	1	Microsoft	A	Sincerity	
	Brands		Personality Adjectives								
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		<table><tr><td>2</td><td>Apple</td><td>B</td><td>Excitement</td></tr><tr><td>3</td><td>Woodland</td><td>C</td><td>Sophistication</td></tr><tr><td>4</td><td>Raymond</td><td>D</td><td>Ruggedness</td></tr><tr><td>5</td><td>Mountain Dew</td><td>E</td><td>Competence</td></tr></table>	2	Apple	B	Excitement	3	Woodland	C	Sophistication	4	Raymond	D	Ruggedness	5	Mountain Dew	E	Competence									
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		<p>Q.6 illustrate with examples how ‘Consumer Emotions’ could have positive and negative influence on buying behavior</p>																									
		<p>Q.7 Explain how does the ‘Self-concept’ develops</p>																									
		<p>Q.8 How would you differentiate between the ‘Absolute threshold’, ‘Differential threshold’ and ‘Subliminal Perception’? Give one example of each</p>																									
		<p>Q.9 Explain ‘Perceptual Selection’ in the perceptual process</p>																									
		<p>Q.10 Match the following ‘Gestalt Psychology’ principles of perceptual organization with its characteristics:</p>																									
		<table><tr><td></td><td>Characteristics</td><td></td><td>Gestalt Psychology Principles</td></tr><tr><td>1</td><td>seeing stimuli that physically resemble each other as part of the same object, and stimuli that are different as part of a different object</td><td>A</td><td>Good Continuation</td></tr><tr><td>2</td><td>perception tends to group stimuli that are close together as part of the same object and stimuli that are far apart as two separate objects</td><td>B</td><td>Similarity</td></tr><tr><td>3</td><td>tendency to group together forms of similar shape, pattern, color etc</td><td>C</td><td>Closure</td></tr><tr><td>4</td><td>Objects grouped together are seen as a whole</td><td>D</td><td>Good Form</td></tr><tr><td>5</td><td>When there is an intersection between two or more objects, people tend to perceive each object as a single uninterrupted object</td><td>E</td><td>Proximity</td></tr></table>		Characteristics		Gestalt Psychology Principles	1	seeing stimuli that physically resemble each other as part of the same object, and stimuli that are different as part of a different object	A	Good Continuation	2	perception tends to group stimuli that are close together as part of the same object and stimuli that are far apart as two separate objects	B	Similarity	3	tendency to group together forms of similar shape, pattern, color etc	C	Closure	4	Objects grouped together are seen as a whole	D	Good Form	5	When there is an intersection between two or more objects, people tend to perceive each object as a single uninterrupted object	E	Proximity	
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		<p>Q.11 What is the Gestalt psychology of grouping in ‘Perceptual organization’?</p>																									
		<p>Q.12 Match the following ‘Interpretations of the stimulus’ with the ‘Type of Perceptual Interpretation’</p>																									
		<table><tr><td></td><td>Stimulus Interpretation</td><td></td><td>Type of Perceptual</td></tr></table>		Stimulus Interpretation		Type of Perceptual																					
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				Interpretation	
1	People associate quality with people in the ads	A		Descriptive Terms	
2	Consumers perceive & evaluate product or service or even product line based on just one dimension	B		First Impression	
3	Consumers relate brands with certain description	C		Stereotypes	
4	It lasts long	D		Halo Effect	
5	People carrying biased pictures in their minds of the meanings of various stimuli	E		Physical Appearances	
Q.13 Explain briefly the factors distorting individual perception					
Q.14 Which are the major types of 'risk' perceived by consumers while making purchase decisions?					
Q.15 What are the parameters a consumer's product and service quality perception is based on?					
Q.16 Match the following individual determinants of consumer behavior with their definitions:					
	Definition			Individual Determinant of Consumer Behavior	
1	Learned predispositions to respond to an object in a consistently favorable or unfavorable way	A		Personality	
2	A tendency to behave in a consistent manner throughout various situations	B		Attitude	
3	An inner state to arouse bodily energy & provides direction to it	C		Learning	
4	Relatively permanent change in behavior occurring as a result of experience	D		Perception	
5	Individual selects, organizes and interprets stimuli into a	E		motivation	

		meaningful and coherent picture of the world	
		<p>Q.17 Define learning & explain various components or principal elements of learning</p> <p>Q.18 How is the cognitive learning theory different from behavioral theories?</p> <p>Q.19 What are the basic differences between classical conditioning and instrumental conditioning theories of learning?</p> <p>Q.20 Illustrate the characteristics of the memory system</p> <p>Q.21 Explain how human memory works as an information processing system</p> <p>Q.22 Illustrate the characteristics of short term and long term memory</p> <p>Q.23 Explain in brief the memory process</p> <p>Q.24 What are the marketing implications of memory system?</p> <p>Q.25 Give examples of the applications of memory concepts by the marketers in the field of advertisement</p> <p>Q.26 Explain the concept & dimensions of involvement</p> <p>Q.27 What are the different types of consumer behavior based on the level or magnitude of consumer involvement?</p> <p>Q.28 Explain the 'Cognitive response model'</p> <p>Q.29 Explain the 'Elaboration Likelihood model'</p> <p>Q.30 Explain the 'Social Judgment Theory'</p> <p>Q.31 Explain the concept of 'Brand Loyalty' with suitable examples</p> <p>Q.32 Explain the concept of 'Brand Equity'</p> <p>Q.33 Explain how brand loyalty and brand equity are related yet distinctive from each other?</p> <p>Q.34 Explain the concept and characteristics of 'Attitude'</p> <p>Q.35 Illustrate the functions of attitude</p> <p>Q.36 Explain how is attitude developed?</p> <p>Q.37 Explain various models of attitude, highlighting the basic concepts they are based on</p> <p>Q.38 Narrate briefly the relationship between attitude, beliefs, feelings and behavior</p> <p>Q.39 Explain the reasons for Attitude change</p> <p>Q.40 Explain in brief the strategies for changing attitudes and intentions</p>	
		<p>Q.41 What is the difference between needs and goals?</p> <p>Q.42 Explain the concept of motivation and its characteristics</p>	

		Q.43 What do you mean by motivational conflict? Q.44 Explain defense mechanism in the needs-satisfaction chain Q.45 Explain the nature & roles of motives Q.46 How are the motives classified? Q.47 What triggers motive arousal? Q.48 What are the effects of motive arousal? Q.49 Explain various motivational theories, highlighting their core concepts Q.50 Illustrate Maslow's Need Hierarchy Theory in brief	
3	Applying	Q.1 In what way does the personality be expected to relate to consumers' behavior toward the offerings & marketing efforts of the following organizations? (a) A sports bike marketer (b) A chain of gym & fitness club with membership packages for all classes Q.2 In what areas does it appear reasonable to expect consumers' self-concept to be related to their behavior toward the following products: (a) Aftershave lotions & colognes (b) Jeans with all variants (c) Goggles & eyewear (d) Pen brand with different variants Q.3 Explain with appropriate examples how the concept of 'actual self' & all other dimensions of it like ideal self, social self and ideal social self would be useful in better understanding the consumers' behavior? Q.4 What leads to 'Brand Personality'? Demonstrate different brand personalities that are been deliberately created and are reflections of different consumer personality traits Q.5 Why is it important for marketers to understand the role of perceptual process in marketing? Briefly discuss the basic concepts underlying the perception process Q.6 Explain how marketers are making use of consumer's sensory system? As sensation leads to development of perception, resulting into consumer action, explain with examples how marketer develop stimuli to attain consumers' favourable perception towards their brands Q.7 Explain with examples different components of 'Perceptual Selection' OR Q.7 Explain with appropriate examples, how 'Selective exposure', 'Selective Attention' and 'Perceptual Defense' works in Perceptual selection?	10
		Q.8 Explain the principles of Gestalt psychology of	

		<p>perceptual organization with at least one example each of its application</p> <p>Q.9 Explain how is it important for the marketer of following products/services to be cautious about the factors distorting consumer perception and also the ways to tackle with these distorting factors to safeguard his interest & consumer patronage (a) A Footwear Brand (b) A women's beauty salon & spa</p> <p>Q.10 Explain the practical implications of the memory system characteristics in the following situations: (a) A person visiting a gigantic multi-product & multi-brand Retail store/mall (b) A person happens to visit a multi-cuisine restaurant at an airport</p> <p>Q.11 How is it important for the marketers to understand consumer learning to better understand consumer behaviour?</p> <p>Q.12 How memory system & memory process have significant implications for the field of advertising? Explain with examples</p> <p>Q.13 What are the dimensions of involvement? Explain its marketing implications</p> <p>Q.14 Explain how low or high involvement strategies have the potential for changing consumers' attitude towards purchasing following products: (a) A cooking Oil brand (b) Gold jewelry (c) Health insurance</p> <p>Q.15 Explain with appropriate examples various roles played by 'Motives' in influencing behavior</p> <p>Q.16 Which are the major types of motivation conflicts? Cite examples or situations that fit each of these situations, indicating the product or service involved, probable duration of conflict & the ways to resolve it</p>	
4	Analyzing	<p>Q.1 Distinguish between the id, ego and superego in the Freudian Psychoanalytic theory. What basic influence each might exert on a purchase decision?</p> <p>Q.2 Give at least three examples of advertisements or promotions that appears to be using Freudian concepts describing the concept involved & your justification of how it is been used</p>	10
		<p>Q.3 How self-concept develops and how the actual self image is distinctive from ideal self image. Explain this from the perspective of a marketer how important it is for him to understand this distinction?</p>	

		<p>Q.4 Why is an understanding of consumer personality necessary for marketers selling consumer products?</p> <p>Q.5 Differentiate between the Freudian Psychoanalytic theory and the Neo-Freudian or Social theory with their contributions, limitations and examples of how the approaches are been used by the marketers</p> <p>Q.6 How does the absolute threshold, differential threshold & subliminal perception work? Compare & differentiate between these three levels of perceptual threshold with appropriate examples OR Q.6 Distinguish between different levels of perceptual thresholds and point out the marketing implications of those</p> <p>Q.7 Classify Gestalt psychology of perceptual organization based on the way people perceive the objects in organized patterns</p> <p>Q.8 What are the different types of perceptual selection? Point out the appropriate examples.</p> <p>Q.9 Point out different factors that distort consumer perception and the measures marketer need to take to deal with these factors</p> <p>Q.10 Compare and contrast the sensory memory, short-term memory and long-term memory systems along with the relevance of each to advertising strategies</p> <p>Q.11 Point out the role of involvement in consumer behaviour</p> <p>Q.12 Explain the concepts of Brand Loyalty & Brand Equity. Explain how these terms are related & still distinct</p> <p>Q.13 What are the sources of attitude development? Point out an example of a product or service to demonstrate each characteristic</p> <p>Q.14 Distinguish between the Fishbein attitude model and earlier attitude theories. What implications does this have for predicting consumer behavior?</p> <p>Q.15 Differentiate between the uniqueness of the needs at different stages of Maslow's need hierarchy theory and suggest the products/services which a marketer might be able to appeal to those stages</p>	
5	Evaluating	<p>Q.1 What relevance does the personality concept have in understanding consumer behavior of the following products/services? (a) Laptop & tablets (b) A unisex saloon & Spa (c) Smart</p>	10

		watches (d) backpacks	
		Q.2 Review the advantages & disadvantages of the Trait & factor theories of personality along with its usefulness in explaining consumer behavior	
		Q.3 What are the significant limitations of the self-concept in explaining consumer behavior? Support your answer with appropriate examples	
		Q.4 Why do you think that the Trait & Factor theory of personality is most popular among all personality theories? Defend your answer with the examples of how marketers have used this approach	
		Q.5 What role would 'Emotion' play on consumer behaviour for the following products & services? (a) Holiday package (b) Clothing (c) Home furnishing (d) An entertainment Show or a Movie	
		Q.6 How does the sensory system respond to different exposures to stimuli leading to development of perception? How this sensation has been used by the marketers to influence consumer buying behaviour?	
		Q.7 Judge how understanding consumer's perceptual threshold levels provide a platform for the marketers of the following products to design their advertising & promotional campaigns and in strategic decision making: (a) A packaged snack/food product (b) A cold-drink brand (c) Women's casual wear brand	
		Q.8 Appraise the Gestalt psychology principles of perceptual organization and cite some examples of how these principles are been used by the marketers	
		Q.9 How do consumers develop perception about the product or service price, quality and risk involved in the purchase decision? How these factors can distort consumer perception?	
		Q.10 Which approach from classical conditioning, instrumental conditioning or cognitive learning would best explain the following purchase situations? (a) A person staying as a tenant looking to buy a new flat (b) A person presently using an air cooler looking for an air-conditioner	
		Q.11 What are the major characteristics of 'Attitude'? Assume an attitude regarding any FMCG product and use it to demonstrate each characteristic	
		Q.12 Explain the functions of an attitude with appropriate examples to demonstrate each function	

		<p>Q.13 Review the attitude models and highlight their major characteristics</p> <p>Q.14 Assess the cognitive dissonance theory of attitude and its advantages with examples of the advertisements which make highly exaggerated claims for a brand, which probably cannot be fulfilled</p> <p>Q.15 Defend the argument that the consequences of action referred to in Fishbein's behavioral intentions model can be linked to the concepts of consumers' perceived benefits and benefit segmentation</p> <p>Q.16 Review Maslow's need hierarchy theory and cite at least one example of a product or service that might appeal to an individual at each stage of the hierarchy</p>	
6	Creating	<p>Q.1 Create a range of different brands within the same product category 'Bath Soap' that appear to be projecting different images. Characterize each image being projected by comparing and contrasting them. What methods or techniques would be used to project these images?</p> <p>Q.2 Develop a model of a retail clothing store specialized in casual wear for all demographic & socio-economic classes. Determine the degree to which the personality & self-image would influence the marketing activities of the store?</p> <p>Q.3 Design a model for promotion of an 'Eco-friendly Home Furniture & Furnishing' brand based on different dimensions and process of perceptual development</p> <p>Q.4 Formulate a marketing strategy, advertising or a promotional activity of any one product or service each by using the classical conditioning, instrumental conditioning & cognitive learning theories</p> <p>Q.5 Develop an environmental & ecological design for a retail/departmental store based on the principles & concept of consumer learning & memory, to encourage shopping & purchase behaviour in the store</p> <p>Q.6 Develop an advertising or product introduction or trial scenario for the following products by making use of learning & memory principles (a) Anti-dandruff Shampoo (b) Microwave oven (c) A mobile network service</p> <p>Q.7 Construct two high-involvement and two low-involvement consumer scenarios, and suggest marketing strategies to accommodate them</p>	10
		<p>Q.8 Hypothesize the purchase situations for two products (a) DSLR camera and (b) A car rental service. Guess what would be the probable ways to get into a dissonance</p>	

		situation and what measures could be taken to reduce the cognitive dissonance?	
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UNIT-III: Environmental Influences on Consumer Behaviour

Sr. No.	Question Type	Question	Marks
1	Remembering	Q.1 Enumerate at least four characteristics of culture Q.2 What are the basic two types of 'Cultural Values'? Give two examples of each Q.3 What are the changing Indian Values? Q.4 Define sub-culture Q.5 How are sub-cultures classified based on various categories? Q.6 Identify cultural variations of Indian culture and its influence on consumer behaviour Q.7 What should be the marketing objectives to deal with the cross cultural influence on consumer behaviour? Q.8 What problems are encountered in Cross cultural marketing? Q.9 Define 'Social Class' Q.10 Give at least four characteristics of 'Social Class' Q.11 Mention at least four characteristic features of Social classes having relevance to Marketing Q.12 What is status symbol? Give some examples Q.13 AIO (Activities, Interests and Opinions) is one of the parameters to carry out _____ (Demographic Segmentation / Behaviouristic Segmentation / Psychographic Segmentation) which does _____ (Market Analysis / Market Segmentation / Market Classification) Q.14 What are the advantages of AIO classification of lifestyle? Q.15 Mention some commonly used AIO dimensions Q.16 What is VALS typology or VALS framework? Q.17 Which are the two dimensions and eight consumer segments or type of consumers as per the VALS framework or typology? Q.18 How is the VALS framework beneficial to the marketers?	2

		Q.19 Which are the different sources of group influences on consumer behaviour? Q.20 Define 'Nature' of the reference group Q.21 Enumerate different types of 'Reference groups'	
		Q.22 Which are the factors based on which reference groups can exert influence on individual's purchase behaviour?	
		Q.23 Enlist the characteristics of reference groups which influences Consumer behaviour Q.24 Which are different types of powers exerted by reference group on consumer behaviour? Q.25 Which are different types of reference group influences on Consumer buying behaviour? Q.26 Enlist the traditional Family Life-Cycle stages Q.27 Enumerate the typical eight roles in the Family Decision-making Process Q.28 Define 'Word of mouth Communication' within groups and its significance Q.29 Define Opinion Leadership Q.30 Mention at least four characteristics of Opinion Leaders Q.31 Which marketing strategies are used by the marketers to influence consumer decision making by encouraging 'word-of-mouth communication' and 'Opinion leadership'? Q.32 Which are the social classes according to the old Socio-Economic Classification (SEC) in India? Q.33 What are the bases or parameters used for New Socio-Economic Classification (SEC) of Social classes in urban and rural markets of India? Q.34 What are the characteristics of BoP consumers? Q.35 Who are Gen Z consumers? Q.36 What are the characteristics of Gen Z consumers? Q.37 What are the consumption characteristics of Gen Z consumers and its marketing implications? Q.38 What should be the strategies for marketing to Gen Z consumers? Q.39 Who are HNI consumers? Q.40 What is 'Diffusion of Innovation'? Q.41 Define innovation based on consumer perception & mention different types of innovation Q.42 Enlist four basic elements of the diffusion of innovation process Q.43 Which are the different stages of adoption process in	

		<p>diffusion of innovation?</p> <p>Q.44 Enumerate different channels of communication in the process of diffusion of innovation</p> <p>Q.45 Enumerate the factors encouraging the adoption process in diffusion of innovation</p> <p>Q.46 Enlist the barriers in adopting an innovation in the process of diffusion of innovation</p> <p>Q.47 Time plays a very important part in the diffusion of innovation process. Knowing the _____ (decision time / purchase time) will help the marketer to determine the average time a consumer is likely to take to adopt the new product. The _____ (adoption speed / rate of adoption) will indicate how long it will take for a new product or service to be adopted by the members of a social system</p>																									
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				Q.2 Explain the concept of culture, sub-cultures & values																					
				Q.3 Summarize the characteristics of Culture and Sub-culture																					
				Q.4 Illustrate briefly the influence of multiplicity of Indian culture on consumer behavior with examples																					
				Q.5 Restate with appropriate examples the problems encountered by the marketers in cross-cultural marketing																					
				Q.6 What should be the marketing objectives of the marketer while dealing with the cross-cultural influence on consumer behavior?																					
				Q.7 Explain the concept of 'Social Class & Social Sub-class'																					
				Q.8 illustrate the characteristics & features of 'Social class' and its relevance to marketing																					
				Q.9 What significance does money, status symbol & other material and non-material possessions have on the Consumer Behavior?																					
				Q.10 Explain briefly how 'AIO classification of Lifestyle' is done																					
				Q.11 What are the advantages of AIO classification of lifestyle from marketer's perspective?																					
				Q.12 What is VALS typology or VALS framework? How does it help to better explain the consumer purchase behaviour?																					
				Q.13 Match the following segments of consumers from VALS Typology with their attitude, lifestyle & decision making style:																					
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				consumers, whose choices are inspired and motivated by their beliefs rather than by desire for approval	
		5	Achievers & Strivers	E	are action oriented consumers motivated by a desire for a richer lifestyle, with variety & risk taking
		Q.14 Illustrate the benefits of VALS framework to the marketers			
		Q.15 Which are the different sources of group influences on consumer behavior?			
		Q.16 Illustrate the nature and characteristics of 'Reference Groups'			
		Q.17 Which are the different types of Reference Groups influencing consumer behavior?			
		Q.18 Match the following group characteristics with the type of 'Reference Group':			
			Group Characteristics		Type of Reference Group
		1	Celebrities influencing their fans through their choices, lifestyle, fashion, endorsements etc.	A	Avoidance Group
		2	May be a non-member, disapproves group's values & will adopt values which will be in opposition to that group	B	Normative Reference Group
		3	To which an individual do not belong but wishes to belong	C	Informational Influence Group
		4	Directly influence general values or behaviour	D	Indirect Reference Group
		5	Consumers will get influenced from a group which he considers to have an	E	Comparative Reference Group

			expertise			
		6	Serves as point of comparison for evaluating one's own status	F	Disclamant Group	
		7	Whose values or behavior does not appeal to the individual so he disapproves of the group values, even if he is a member of the group	G	Aspirational Group	
		Q.19 Illustrate different types of influences that reference groups can exert on consumer buying behavior				
		Q.20 Explain briefly various stages of Family Life Cycle				
		Q.21 Match the following consumer characteristics with their respective Family life cycle stage:				
			Consumer Characteristic		Family Life Cycle Stage	
		1	Most children are 'latchkey' kids as both parents are working	A	Empty Nest-I	
		2	Low income with increasing medical needs & independent decisions required	B	Full Nest-III	
		3	Independent children; reduced expenses resulting into good savings	C	Full Nest-I	
		4	High discretionary income; wide & in depth product knowledge is likely	D	Newly Married	
		5	Recycling of products to younger siblings while protecting individual needs	E	Full Nest-II	
		6	Drastic drop in income; Product knowledge becoming obsolete	F	Solitary Survivor	
		7	Conversion to one income likely; very susceptible to advertising & new products	G	Empty Nest-II	
		8	Resolution of lifestyle & values concerning	H	Young singles	

			consumption; Lack of financial planning			
		Q.22 Match the following preferred products & services with the respective Family life cycle stage:				
			Preferred products & services		Family Life Cycle Stage	
		1	Medical Care & Household Services for aging	A	Empty Nest-I	
		2	Home equipment; Durable furniture; Cars, Vacations	B	Full Nest-III	
		3	Recreation; Vacations; Home improvements; Savings for retirement; Home security devices	C	Empty Nest-II	
		4	First house; Day care; Community services like school, hospital; Baby food & Furniture; Toys	D	Full Nest-II	
		5	Household services; Gifts to children, grandchildren	E	Young Singles	
		6	Food expense at peak; Educational Expenses	F	Solitary Survivor	
		7	Travel, Hobby related purchase, better restaurants	G	Full Nest-I	
		8	Higher usage of clothing; Larger size packages	H	Newly Married	
		Q.23 Illustrate with examples the influence of family members on the family purchase decision making				
		Q.24 Explain briefly the purchasing roles within family				
		Q.25 Match the following characteristics or role played by the family member with the respective purchasing role within family				
			Role Played		Purchasing Role	
		1	Determine whether there is a need to purchase, use or consume or dispose of a particular product or service	A	Disposers	
		2	Initiate the discontinuation of a particular product or service	B	Initiators	
		3	Transforms the product or service into a form, for consumption by other family	C	Influencers	

			members		
		4	Put across the idea to other family members about a product or service	D	Buyers
		5	Service the product so that it continues to provide satisfaction	E	Preparers
		6	provides the necessary information to the other family members about a product or service	F	Deciders
		7	Actually go & make the purchase of the product or service	G	Users
		8	Real consumers of the product or service	H	Maintainers
		Q.26 Explain how 'word-of-mouth communication' works within a group and influences the purchase decisions			
		Q.27 Explain the concept of 'Opinion Leadership' & its relevance to consumer buying behavior			
		Q.28 Illustrate the characteristics of an 'Opinion Leader'			
		Q.29 Narrate briefly what marketing strategies should be used by the marketers to influence consumer decision making by encouraging 'word-of-mouth communication' and 'Opinion leadership'			
		Q.30 How would you differentiate between the old & new 'Socio-economic Classes' (SEC) in India?			
		Q.31 Illustrate the characteristics of BoP consumers			
		Q.32 Who are Gen Z consumers? What are their distinctive behavioral characteristics as consumers?			
		Q.33 What are the marketing implications of the consumption characteristics of Gen Z consumers			
		Q.34 Who are HNI consumers? What are the characteristics of HNI consumers in India?			
		Q.35 Explain the concept of 'Diffusion of Innovation'			
		Q.36 What is meant by innovation? What are the different types of Innovation?			
		Q.37 Which are the basic elements of 'Diffusion of Innovation' process?			
		Q.38 Which are the different stages of 'Adoption Process' in Diffusion of Innovation?			
		Q.39 Which are the factors encouraging adoption process in 'Diffusion of Innovation'?			

		<p>Q.40 Which are the barriers in adopting an innovation In the process of diffusion of innovation?</p> <p>Q.41 Narrate the importance of 'Time' factor in the diffusion of innovation process</p> <p>Q.42 Which are the different categories of adopters based on the time factor in the diffusion of innovation process?</p> <p>Q.43 Match the following category of adopters with their attitude towards adoption of innovation</p> <table><tr><th></th><th>Category of adopters</th><th></th><th>Attitude towards adoption of innovation</th></tr><tr><td>1</td><td>Early Majority</td><td>A</td><td>Try out the new product & referred as pioneers</td></tr><tr><td>2</td><td>Innovators</td><td>B</td><td>Accepts the new idea or product immediately after carefully verifying & gathering information from authentic sources</td></tr><tr><td>3</td><td>Laggards</td><td>C</td><td>More conservative in approach & do not immediately respond in favour of change</td></tr><tr><td>4</td><td>Late Majority</td><td>D</td><td>More deliberate, thoughtful & shrewd & won't get easily swayed by the new products or innovation</td></tr><tr><td>5</td><td>Early Adopters</td><td>E</td><td>Very conservative, tradition bound & suspicious of change</td></tr></table>		Category of adopters		Attitude towards adoption of innovation	1	Early Majority	A	Try out the new product & referred as pioneers	2	Innovators	B	Accepts the new idea or product immediately after carefully verifying & gathering information from authentic sources	3	Laggards	C	More conservative in approach & do not immediately respond in favour of change	4	Late Majority	D	More deliberate, thoughtful & shrewd & won't get easily swayed by the new products or innovation	5	Early Adopters	E	Very conservative, tradition bound & suspicious of change	
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		<p>Q.44 Which are the non-adopter categories of consumers in the process of diffusion of innovation?</p> <p>Q.45 Which are the channels of communication in the process of diffusion of innovation?</p> <p>Q.46 How the marketers should work on the channels of communication for the faster & effective diffusion of innovation?</p>																									
3	Applying	<p>Q.1 Explain with examples the marketing practices adopted by the marketers to take advantage of core cultural values</p> <p>Q.2 Explain the sub-cultures categories in India with the examples of how marketers have used these categories for effective segmentation</p> <p>Q.3 Explain with examples how changing Indian cultural values and resulting consumer behavioral changes have been used by the marketers in their marketing strategies?</p> <p>Q.4 Explain what marketing objectives should be set and marketing policies should be adopted by the following</p>	10																								

		<p>marketers in India to deal with cross-cultural influences on consumer behavior?</p> <p>(a) A cosmetic manufacturer (b) A western-wear brand</p> <p>Q.5 What are the characteristics of social class? What relevance and application do social classes have in marketing? Support your answer with appropriate examples</p>	
		<p>Q.6 Explain how psychographic market segmentation can be done by using AIO classification of lifestyle for the following products/services:</p> <p>(a) A sports & fitness club (b) An ethnic wear brand (c) A light weight laptop/palmtop</p> <p>Q.7 Explain with examples how psychographic segmentation is done by using VALS typology?</p> <p>Q.8 Explain with examples different characteristics/properties of reference groups which decide the group's influence on the consumer buying behaviour</p> <p>Q.9 Explain with examples how marketers can use group influence for developing marketing strategies?</p> <p>Q.10 Which family life cycle stage is likely to be the most important in its consumption of the following product/service categories & why?</p> <p>(a) Financial products like insurance (b) Restaurants & Fast Food (c) vacations & holiday package tours (d) Sports equipments</p> <p>Q.11 What strategies should be adopted by the marketers of following products to target the BoP consumers</p> <p>(a) A clothing brand (b) Refrigerator (c) Insurance plan</p> <p>Q.12 Explain the types of innovation along with the real life examples of the products/services and the process of their diffusion</p>	
4	Analyzing	<p>Q.1 How do the characteristics of culture, reflects its nature?</p> <p>Q.2 How would narrate the terms 'culture', 'sub-culture' and 'cultural values' distinctively? Cite suitable examples</p> <p>Q.3 Point out how the cultural variations or multiplicity of Indian culture has influenced consumer behavior. Support your answer with appropriate examples</p> <p>Q.4 Select any two social class categories existing in India and comment on the buying behaviour of the target consumers in relation to the purchase of consumer durable products and clothing/apparel products</p> <p>Q.5 How the relationship between social classes & consumer behavior would be established? Support your</p>	10

		claim with suitable examples Q.6 Classify & categorize AIO dimensions according to different lifestyles and support with appropriate examples Q.7 Establish the relationship between the VALS typology and Maslow's need hierarchy theory Q.8 Distinguish between different types of reference groups which influences consumer buying behaviour	
		Q.9 What general patterns of purchase influence are exhibited among family members, and how do these influences change as the decision process continues? Q.10 How the changing male and female family roles in Indian market have changed the marketing approach of the marketers to reach and sell the products/services to the prospects effectively. Narrate with appropriate examples Q.11 Explain how socio-economic classification (SEC) in India has changed over a period of time? Cite the major differences in the old and new SEC classification parameters Q.12 Explain how two closely related processes 'The diffusion process' and 'The adoption process' contribute to the 'Diffusion of Innovation'? Q.13 What leads to an incomplete adoption of innovation? Explain the barriers in adoption process with suitable examples Q.14 Differentiate between the different adopter and non-adopter categories of consumers in the diffusion of innovation process along with their distinctive characteristics	
5	Evaluating	Q.1 Judge the importance of studying 'Culture' in present context. Why is it necessary for today's marketers to study & understand culture? Q.2 Give examples of any two products or services which are culturally accepted on large scale in India and defend with the reasons for their acceptance; and also two examples of culturally unacceptable products or services with the strategies to overcome their cultural resistance Q.3 Appraise how changing Indian cultural values have changed the consumer orientation towards the following products & services (a) ICT tools & services (b) ready-to-cook packaged food products (c) Holiday Tour packages Q.4 What problems would be encountered by the marketer of following product/service in cross-cultural marketing? (a) A North-Indian restaurant chain specialized in 'Paratha'	10

		<p>delicacies opening its branches in South Indian cities</p> <p>(b) A walnut wood designer furniture brand from Kashmir to launch its range in North-East states of India</p> <p>Q.5 One of the characteristic of social classes is that it can have class mobility. What is your opinion about 'Social class mobility can result in the reduction of social class differences'? Justify your answer</p> <p>OR</p> <p>Q.5 Criticize the statement "Social-class differences are slowly diminishing"</p>	
		<p>Q.6 'Status symbol signifies a person's social & economic standing'. Do you agree with the statement? Justify with suitable examples</p> <p>Q.7 Evaluate the usefulness of AIO classification of lifestyle for the marketers of the following products: (a) A Sports-wear brand (b) Eye-wear & Sunglasses brand (c) A ready-to-eat nutritious packaged breakfast brand</p> <p>Q.8 Explain with examples how VALS typology can be used as a marketing tool by the marketers to better explain the consumer purchase behaviour?</p> <p>Q.9 What are the different ways, the reference groups can influence consumer buying behaviour</p> <p>Q.10 Explain what influence would reference group exert with regard to the purchase of the following product: (a) Wrist watch/smart watch (b) A dishwasher (c) Home furnishings</p> <p>Q.11 How would the purchasing roles within a family play a part in the purchase and consumption decisions of the following products/ services: (a) A bath soap (b) A family car (c) Home theatre (d) Amusement & Theme park package</p> <p>Q.12 What different promotional tactics should be adopted by the marketers of the following products/services as consumers move through the adoption process of diffusion of innovation? (a) A folding portable bicycle (b) A lightweight designer furniture made from recycled material (c) A professional High-tech Home cleaning service</p>	
6	Creating	<p>Q.1 Create a marketing plan for a manufacturer of 'Multi-grain Noodles' who is considering targeting school going children & their mothers by positioning it as a healthy, nutritious breakfast food. What cultural values and appeals should the manufacturer use to get the target consumers interested in the product?</p>	10

		<p>Q.2 Design a plan for cross-cultural analysis to be undertaken by the marketers of following products to be launched in a Western country: (a) An ethnic Indian Saree (b) Vadapav variants</p> <p>Q.3 Formulate a marketing strategy for the following products/services which would like to cater to the consumers across different social strata and classes: (a) A chain of snack & coffee house (b) A furniture brand</p>	
		<p>Q.4 Design a marketing plan for 'A holiday Destination', targeting different categories/types of consumers of 'VALS Framework/Typology' with varied characteristics</p> <p>Q.5 Frame a picture of a source & type of reference group and a kind of influence it would exert on the purchase decision of following products: (a) A jogging suit (b) A dentist selection for dental treatment (c) New home (d) Smart phone</p> <p>Q.6 Design marketing strategy based on 'word-of-mouth communication' & 'opinion leadership' tools for a company with Multi-Level-Marketing model which has a range of 'Research based quality Ayurvedic wellness products'</p> <p>Q.7 Formulate a marketing strategy for Gen Z consumers for the following brands: (a) A comprehensive & integrated social media platform with all feature combined together (b) A hassle free e-bike rental service</p> <p>Q.8 Develop a comprehensive & convenient solution for the needs of the HNI consumers in India with the tailor-made product/service offerings: (a) Banking & Financial services (b) Supply of daily needs</p> <p>Q.9 Develop a communication plan for diffusion of innovation for a newly opened 'Retail & Recreation Hub' in a city providing infinite range & categories of products, brands and services like food, entertainment, recreation, health & fitness etc. under one roof</p>	

UNIT-IV: Consumer Decision Making Process

Sr. No.	Question Type	Question	Marks
1	Remembering	Q.1 Enumerate the four stages of 'Consumer Decision making process'	2
		Q.2 What are the different types of consumer decisions?	

		<p>Q.3 Enlist at least two consumer problem solving approaches</p> <p>Q.4 Enlist at least four factors affecting the 'desired state' & the 'actual state' of the consumer in problem recognition stage of 'Decision making process'</p> <p>Q.5 Enlist types of 'problem recognition' situations in the 'Consumer Decision Making Process'</p> <p>Q.6 Which situations lead to 'Problem Recognition' in the 'Consumer Decision Making Process'?</p> <p>Q.7 Define two ways by which the marketer can utilize 'Problem Recognition Information'</p> <p>Q.8 Enumerate four types of 'search' activities in 'Consumer Decision Making Process'</p> <p>Q.9 Define at least two types of 'Information' consumer seek during 'Consumer Decision Making Process'</p>	
		<p>Q.10 Define at least two 'Sources' of information search in 'Consumer Decision Making Process'</p> <p>Q.11 Define any two type of goods from 'Search goods', 'experience goods' & 'credence goods'</p>	
		<p>Q.12 Identify four types of situational influences on purchase decisions</p> <p>Q.13 Mention at least two 'personal motives' & two 'social motives' defining the reasons why do people shop?</p> <p>Q.14 Enumerate at least four parameters in 'Store Purchasing process' modifying/influencing consumer's intended purchase behaviour</p> <p>Q.15 Enlist at least four parameters/characteristics in choice/selection of non-store or online platforms in the purchasing process</p> <p>Q.16 How would you distinguish 'brand loyalty' and 'impulse purchase' as different purchasing patterns?</p> <p>Q.17 Enlist four types of 'brand loyalty' or repeat purchasing patterns</p> <p>Q.18 Which are the four types of 'Impulse purchase' or 'unplanned purchase' patterns?</p> <p>Q.19 Mention at least two consumer pre-purchase expectations on which his post-purchase satisfaction or dissatisfaction depends</p> <p>Q.20 Mention at least two outcomes/results each of consumer satisfaction & consumer dissatisfaction in 'Post-purchase evaluation & behaviour'</p>	
		<p>Q.21 Define 'Customer Delight' in 'Post-purchase evaluation & behaviour'</p>	

	<p>Q.22 Mention at least two types of responses in consumer complaint behaviour</p> <p>Q.23 Identify four classes of dissatisfied consumers on the basis of the way of communication of dissatisfaction in 'Consumer complaint behaviour'</p> <p>Q.24 Post-purchase dissonance theory is derived from which two basic principles?</p> <p>Q.25 Recall at least four conditions leading to post-purchase dissonance</p> <p>Q.26 Mention at least two ways how consumer seek to reduce post-purchase dissonance</p> <p>Q.27 Identify at least two ways how marketer's can handle post-purchase dissonance</p> <p>Q.28 Francesco Nicosia was one of the first consumer behaviour modelers to shift focus from the _____ (act of purchase/purchase/consumer buying) itself to the more complex _____ (decision model/decision process/decision cycle) that consumers engage in about products & services</p>	
	<p>Q.29 Identify the four components / fields in the flowchart of the consumer decision model proposed by Francesco Nicosia</p> <p>Q.30 Mention at least two limitations of the 'Nicosia Model' of consumer decision making process</p> <p>Q.31 Recall at least two levels of problem solving behaviour exhibited by consumer as proposed in the Consumer decision Model of Howard-Sheth</p> <p>Q.32 Howard-Sheth model has borrowed the _____ (Problem solving concepts/decision making concepts/learning theory concepts) to explain brand choice behaviour when learning takes place as the buyer moves from _____ (extensive problem solving to routinized problem solving behaviour/ extensive problem solving to limited problem solving behaviour/ limited problem solving behaviour to routinized problem solving behaviour)</p> <p>Q.33 Enlist the four components involved in the Howard-Sheth Model of Consumer Decision Making</p> <p>Q.34 Enumerate at least two variables each from 'input' & 'output' variables from the Howard-Sheth Model of Consumer Decision Making</p>	

		<p>Q.35 Mention the two major groups of intervening variables or two hypothetical constructs in the Howard-Sheth Model of Consumer Decision Making</p> <p>Q.36 Mention at least two advantages of the Howard-Sheth Model of Consumer Decision Making</p> <p>Q.37 Mention at least two limitations of the Howard-Sheth Model of Consumer Decision Making</p> <p>Q.38 Identify the four distinctive sections in the Engel, Blackwell & Miniard (EBM) Model of Consumer Decision Making</p> <p>Q.39 Identify at least four elements in the information processing section of the Engel, Blackwell & Miniard (EBM) Model of Consumer Decision Making</p> <p>Q.40 Mention at least two advantages of the Engel, Blackwell & Miniard (EBM) Model of Consumer Decision Making</p>	
		<p>Q.41 Mention at least two advantages of the Engel, Blackwell & Miniard (EBM) Model of Consumer Decision Making</p>	
2	Understanding	<p>Q.1 Explain briefly the different stages of consumer decision making process</p> <p>Q.2 What are the different types of consumer decisions?</p> <p>Q.3 Narrate various consumer problem solving approaches</p> <p>Q.4 What is the difference between 'desired state' and 'actual state' of consumer in problem recognition stage of consumer decision making process?</p> <p>Q.5 What are the factors affecting the 'Desired state' and 'Ideal state' of consumer in problem recognition stage of consumer decision making process?</p> <p>Q.6 What are the different types of problems based on 'immediacy of solution' and 'expectancy of the problem' in problem recognition stage of consumer decision making process?</p> <p>Q.7 Narrate the situations leading to problem recognition</p> <p>Q.8 Explain in brief how can the marketers utilize problem recognition information in the consumer decision making process</p> <p>Q.9 What types of information does a consumer seek during decision making process?</p> <p>Q.10 Classify different types of consumer search activities in decision making process</p> <p>Q.11 What are the different sources of information that consumer gets exposed to in his decision making process?</p>	10

		Q.12 Explain in brief the 'Search', 'Experience' & 'Credence' aspects of goods with its marketing implications	
		Q.13 Illustrate the nature & types of situations and their influence on the consumer purchase decisions	
		Q.14 Narrate the relevance or importance of various situational variables in the situational influence on consumer purchase decisions	
		Q.15 What are the basic motives that make people shop?	
		Q.16 Which parameters are responsible for the choice or selection of the store in consumer store purchasing process?	
		Q.17 Illustrate with examples the importance of Store image, location, size & atmosphere in store selection	
		Q.18 Which are the factors influencing store purchasing behavior of the consumer in store purchasing process?	
		Q.19 Match the following In-store shopping orientations of the consumers with the respective shopper's categories	
		In-store shopping orientation	Shopper's categories
		1 Are catalogue shoppers; not store loyal; don't socialize & do things by themselves	A Inactive Shoppers
		2 Active shoppers; Engage in outdoor activities; Knowledgeable and not price sensitive	B Service Shoppers
		3 Don't enjoy shopping; Have a restricted lifestyle and restricted interest in shopping	C Active Shoppers
		4 Experimental and keep changing stores and products; don't go for low price and buy products that interest them most	D Dedicated Fringe Shoppers
		5 Enjoy shopping; Knowledgeable and balance price with quality, fashion, attributes, etc.	E Price Shoppers
		6 Make a lot of search and	F Transitional Shoppers

			find the lowest price available				
		7	Both in-store and after-sales service is their main consideration	G	Traditional Shoppers		
		Q.20 Which are the factors influencing choice or selection of Non-store platform in Non-store purchasing process?					
		Q.21 Which are the factors influencing consumer's Non-store purchasing behavior?					
		Q.22 What measures should be taken by the marketers to enrich the Non-store purchasing experience of the consumers?					
		Q.23 What are the major purchasing patterns of the consumers? Illustrate with examples					
		Q.24 Explain the concepts of 'Brand Loyalty' and 'Impulse Purchase'					
		Q.25 Illustrate consumer's expectations prior to the purchase which leads to post-purchase satisfaction or dissatisfaction					
		Q.26 What are the factors influencing consumer post-purchase satisfaction?					
		Q.27 How would consumer behave in case of satisfaction and dissatisfaction during post-purchase evaluation?					
		Q.28 Explain the concept of 'Customer Delight' & how is it different from Customer satisfaction?					
		Q.29 What happens when consumer experience dissatisfaction in his post-purchase behavior?					
		Q.30 What leads to 'Consumer Complaint Behavior' in post-purchase evaluation?					
		Q.31 Classify the types of 'Dissatisfied consumers' on the basis of their way of communication of dissatisfaction					
		Q.32 Explain the concept of post-purchase dissonance					
		Q.33 Illustrate the conditions leading to post-purchase dissonance					
		Q.34 What are the ways to reduce post-purchase dissonance?					
		Q.35 What measures should marketer take to avoid post-purchase dissonance?					
		Q.36 What are the different types of consumer decisions?					
		Q.37 Which are the four major components or fields in the 'Nicosia Model' of consumer decision making?					
		Q.38 Explain the contribution of Nicosia model of consumer decision making along with its limitations					

		<p>Q.39 Explain the three levels of decision making proposed in Howard-Sheth Model of consumer decision making</p> <p>Q.40 Which are the four components involved in the Howard-Sheth Model of consumer decision making?</p> <p>Q.41 Explain different variables associated with consumer purchase decision in Howard-Sheth Model of consumer decision making</p> <p>Q.42 Illustrate significant contribution of Howard-Sheth model in consumer decision making along with its limitations</p> <p>Q.43 Which are the four distinctive sections in the Engel, Blackwell, Miniard model of consumer decision making?</p> <p>Q.44 Explain the contribution & limitations of Engel, Blackwell, Miniard model of consumer decision making</p>	
3	Applying	<p>Q.1 Explain with appropriate examples different problem recognition situations a consumer may land up in</p> <p>Q.2 Explain how a marketer of following products/services can activate the consumers' problem-recognition process by emphasizing their desired state, actual state and the level of discrepancy between the two? (a) A night vision goggles (b) A quick auto-care & servicing at your workplace</p> <p>Q.3 Explain with suitable examples the Search, Experience & Credence type of goods and narrate what kind of information search & evaluation is involved in it</p> <p>Q.4 What measure should be taken by the non-store or online marketers to enhance consumer satisfaction? Narrate with appropriate examples</p> <p>Q.5 Explain with suitable examples what circumstances or situations lead to different consumer purchasing patterns?</p> <p>Q.6 Explain with examples what conditions may lead to post-purchase dissonance</p> <p>Q.7 Why should marketers be concerned about the post-purchase dissonance? What strategies should they adopt well in advance to avoid post-purchase dissonance? Support the measures to avoid dissonance with appropriate examples</p>	10
4	Analyzing	<p>Q.1 Point out different possible situations which may lead to problem recognition. Cite suitable examples for each situation</p> <p>Q.2 Differentiate between various types and sources of information and their importance and role in consumer decision making process</p>	10

		<p>Q.3 Point out the different personal and social motives responsible for consumers' shopping activities. Cite appropriate examples for the motives</p> <p>Q.4 Which factors are critical in deciding non-store or online purchase behaviour of the consumers?</p> <p>Q.5 Classify dissatisfied consumers on the basis of their way of communication of dissatisfaction</p>	
		<p>Q.6 Compare Nicosia Model, Howard-Sheth Model and Engel, Blackwell, Miniard Model of Consumer decision making with each other with respect to the core propositions, various elements & parameters used, major contributions & limitations</p>	
5	Evaluating	<p>Q.1 Defend how problem-recognition stage of consumer decision making would be quite significant for to marketers to develop & evaluate marketing strategies? Support your defense with suitable examples</p> <p>Q.2 What types of information are sought by buyers during the search process of the following products/services also explaining how influential these sources are: (a) A food processor (b) A holiday Resort</p> <p>Q.3 Decide how situational influences during information search & evaluation stage has a major role to play in consumer decision making process?</p> <p>Q.4 What are the factors that influence in-store purchasing behaviour of the consumers for the following products/services: (a) A holistic therapy & rejuvenation center (b) A Home Décor Mall</p> <p>Q.5 Compare different consumer states like customer satisfaction, customer dissatisfaction, customer delight, consumer complaint behavior & dissonance after his/her post-purchase evaluation</p> <p>Q.6 Can post-purchase dissonance be reduced? What do consumers do to reduce the post-purchase dissonance? Support your answer with the suitable examples</p> <p>Q.7 Criticize the Nicosia Model of consumer decision making with its contribution & limitations</p> <p>Q.8 Evaluate the Howard-Sheth Model of Consumer decision making</p> <p>Q.9 Judge why Engel, Blackwell, Miniard Model of Consumer Decision Making is said to be more coherent & flexible as compared to Howard-Sheth Model?</p>	10

6	Creating	Q.1 Design a marketing plan for the following products/services by utilizing consumer problem-recognition information: (a) Home Air-conditioner (b) Online match making service	10
		Q.2 Design an effective store outlet plan for an 'Exclusive Body care cosmetics & wellness products', by focusing on various parameters facilitating in-store purchase process & consumer store purchasing behaviour, that would attract maximum patronage & enhance consumer store purchasing experience	
		Q.3 Design a model of consumer decision making for a purchase of 'New Home', based on any of the model from Howard-Sheth or Engel, Blackwell, Miniard by clearly mentioning the actual decision process and variables involved	

UNIT-V ORGANIZATIONAL BUYING BEHAVIOUR

Sr. No.	Question Type	Question	Marks
1	Remembering	Q.1 Enumerate at least four distinguishing characteristics/parameters between organizational & final consumer buying	2
		Q.2 Enlist four differences between organizational & final consumer buying on the basis of market structure & demand	
		Q.3 Enlist four differences between organizational & final consumer buying on the basis of decision process & buying patterns	
		Q.4 Mention at least two buyer characteristics of organizational buyer	
		Q.5 Enlist the four major factors influencing Organizational Buyer Behavior	
		Q.6 Recall at least four environmental factors influencing organizational buyer behaviour	
		Q.7 Recall at least four organizational factors influencing organizational buyer behaviour	
		Q.8 Recall at least four Interpersonal factors influencing organizational buyer behaviour	
		Q.9 Recall at least four Individual factors influencing organizational buyer behaviour	
		Q.10 Identify four different forms of purchasing systems	

		<p>generally followed in the organizational buying</p> <p>Q.11 Enumerate the stages involved in the organizational buying decision process</p> <p>Q.12 Which 'internal stimuli' are responsible for the problem recognition in the organizational buying process?</p> <p>Q.13 Recall at least two 'external stimuli' due to which the problem can arise or recognized in the organizational buying process</p> <p>Q.14 Identify at least four attributes which are looked out for in a prospective supplier/vendor by an industrial buyer</p> <p>Q.15 Enlist at least four roles in the organizational buying</p>	
2	Understanding	<p>Q.1 Give examples of organizational buyers of different categories across different industrial sectors</p> <p>Q.2 Explain market structure & demand patterns in the organizational buying</p> <p>Q.3 Illustrate the buyer characteristics of the organizational buyer</p> <p>Q.4 What parameters of decision process and buying patterns makes organizational buying distinctive from final consumer buying</p> <p>Q.5 How would you distinguish between organizational buying & final consumer buying?</p> <p>Q.6 What are the factors influencing organizational buyer behavior?</p> <p>Q.7 Which environmental factors influence organizational buyer behavior?</p> <p>Q.8 What are the organizational factors influencing organizational buyer behavior?</p> <p>Q.9 Explain different purchasing systems followed by the industrial buyers</p> <p>Q.10 How do interpersonal factors influence the organizational buyer behavior?</p> <p>Q.11 How do the individual factors of the participants involved in buying decision process affect the organizational buyer behavior?</p> <p>Q.12 Illustrate briefly the stages in organizational buyer decision process</p> <p>Q.13 How does problem recognition take place in organizational buyer decision process?</p> <p>Q.14 Which internal & external stimuli lead to problem recognition in organizational buyer decision process?</p> <p>Q.15 What care is taken while carrying out need description in the organizational buyer decision process?</p>	5

		<p>Q.16 How is 'Value Analysis' done in the 'Product specification' stage of the organizational buyer decision process?</p> <p>Q.17 Illustrate the stages of vendor search to final vendor selection in the organizational buyer decision process?</p> <p>Q.18 What are the key elements of 'Vendor Analysis' in Vendor selection stage the organizational buyer decision process?</p> <p>Q.19 What should the industrial marketer do to ensure industrial customer retention by getting favourable post-purchase evaluation?</p>																									
		<p>Q.20 Explain the organizational buying roles in organizational buyer decision process?</p> <p>Q.21 Match the following organizational buying roles with the respective functions performed by them:</p> <table border="1"> <thead> <tr> <th></th><th>organizational buying roles</th><th></th><th>Functions</th></tr> </thead> <tbody> <tr> <td>1</td><td>Buyers</td><td>A</td><td>Initiates the buying proposal & defines product specifications</td></tr> <tr> <td>2</td><td>Users</td><td>B</td><td>Most often technical person involved in defining specifications & also in providing information in evaluating alternatives</td></tr> <tr> <td>3</td><td>Gate Keepers</td><td>C</td><td>Persons who are formally or informally given power in the selection or approval of the final supplier</td></tr> <tr> <td>4</td><td>Influencers</td><td>D</td><td>Help in working out product specification & play a major role in selecting vendors & negotiating terms</td></tr> <tr> <td>5</td><td>Deciders</td><td>E</td><td>Persons who control the flow of information to others</td></tr> </tbody> </table>		organizational buying roles		Functions	1	Buyers	A	Initiates the buying proposal & defines product specifications	2	Users	B	Most often technical person involved in defining specifications & also in providing information in evaluating alternatives	3	Gate Keepers	C	Persons who are formally or informally given power in the selection or approval of the final supplier	4	Influencers	D	Help in working out product specification & play a major role in selecting vendors & negotiating terms	5	Deciders	E	Persons who control the flow of information to others	
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3	Applying	<p>Q.1 "The organizational demands are derived, inelastic and fluctuating." Demonstrate this for the following products: (a) Tires (b) Air-conditioners</p> <p>Q.2 Sketch a picture of 'market structure' of organizational markets against the final consumer market and explain the variations & distinctiveness with examples</p> <p>Q.3 "Industrial markets are geographically concentrated,</p>	10																								

		<p>forming clusters.” How does this apply to the following sectors: (a) Automobile industry (b) Entertainment Industry (c) Food industry</p>	
		<p>Q.4 Imagine and dramatize the fluctuating economic cycle and explain what purchase strategies should be adopted by the organizational buyers to tackle both economic growth & slowdown?</p>	
		<p>Q.5 Explain why group involvement is necessary in an organizational buying decision as compared to consumer buying?</p>	
		<p>Q.6 Why is it said that the organizational purchase decisions are more rational than emotional unlike consumer buying? What are those factors which make the industrial purchase decision rational?</p>	
		<p>Q.7 Why can't the organizational buyer rely on a single supplier? Does customer loyalty apply to organizational buying?</p>	
		<p>Q.8 Why is the organizational buying process more complex & lengthy as compared to consumer buying?</p>	
		<p>Q.9 How do the environmental factors influence the organizational buyer behavior?</p>	
		<p>Q.10 Which situations or environmental factors lead to the decision of reducing inventories or holding up the large inventories?</p>	
		<p>Q.11 How does the organizational objectives, policies, procedures, structure and purchasing system followed, influence the organizational buying decisions</p>	
		<p>Q.12 Why is it important for an industrial marketer to know how many people are involved in purchase decisions, their positions & what would be the criteria for product evaluation?</p>	
		<p>Q.13 What is the relevance of interpersonal & individual factors in organizational buying decision process?</p>	
		<p>Q.14 How problem recognition to buy or avail some industrial product or service would take place for the following businesses in pursuance of providing better service to their final consumers: (a) An institute providing distance learning programmes (b) A home-made authentic food product company relying on conventional marketing & distribution channels</p>	
		<p>Q.15 Explain with examples various internal & external stimuli leading to need or problem recognition in</p>	

		organizational buying decision process Q.16 Which factors would motivate organizational buyer's need description and product specification in organizational buying decision process? Q.17 "Industrial marketer should hit it right at the 'need description' and 'product specification' stages of organizational buyer decision process." Demonstrate with examples Q.18 What role does the 'buying center' play during the stages of vendor search to vendor selection? Q.19 'Post-purchase evaluation in organizational buying is actually the evaluation of vendor performance.' What should the following industrial marketers do to improve their performance to win over their buyers? a) A vitrified tile manufacturer (b) An automobile paint manufacturer	
		Q.20 On what parameters and stages of the buyer decision making process does the organizational buying differ from final consumer buying? Explain with examples Q.21 In what way does the organizational buying roles played by the participants in organizational decision making process are crucial in execution of the purchase process?	
4	Analyzing	Q.1 Compare the organizational buying decision process with the final consumer buying decision process, analyzing it critically to find out its distinctiveness of the respective corresponding stages Q.2 Differentiate between the organizational buyers and the final consumers in terms of market structure and demand with appropriate examples Q.3 How distinctive are the organizational buyer characteristics from those of individual consumer characteristics? Justify with suitable examples Q.4 Point out the variations in buying decision process & buying patterns of organizational buyers and final consumers Q.5 Categorize various factors influencing organizational buyer behavior and the way & extent to which they affect the decision process Q.6 Compare the buying roles in the final consumer buying process with those performed by the participants of buying center in the organizational buying	10
5	Evaluating	Q.1 Compare the buyer characteristics of the industrial buyer with those of the final consumer and evaluate how	10

		the interpersonal and individual factors of the participants involved in organizational buying process has the reflection of the individual psychological & behavioral aspects as in individual purchase decision	
6	Creating	<p>Q.1 Hypothesize two organizations, one each from any of the three sectors (a) Manufacturing (b) Service or (c) Reselling/Retailing and identify their possible product or service needs, need description & product specification, participants in the decision process, vendor search & selection and actual purchase</p> <p>Q.2 Construct a model of organizational buying process for the following products / services pertaining to the buying center roles of the participants involved in the purchase decision:</p> <p>(a) An Educational Institute looking for technological up gradation right from ERP software to Smart Classroom</p> <p>(b) A multi-city restaurant chain looking for uninterrupted & uniform supply of best quality fruits, vegetables & grocery</p>	



