

Important Questions

(From Previous Year University Question Papers)

1. What is consumer behaviour? How did the field of consumer behaviour evolve?
2. Discuss the steps in consumer information processing? Does it happen in all types of consumer purchase?
3. What factors influences consumer satisfaction?
4. What is the changing face of consumer behaviour under the scenario of globalization?
5. What is the consumer decision making process? Describe the steps involved in it.
6. Explain the application of understanding consumer behaviour in current marketing scenario.
7. Explain what reference group is? Explain the various factors affecting the impact of reference groups.
8. What is "consumer learning"? Discuss the basic elements of learning?
9. What are the demographic and psychographic factors which affect the buying decisions of fast moving consumer goods?
10. "Consumer feels satisfied when value is more than cost." Explain with example.
11. Define the social marketing concept and discuss its importance.
12. What is perception? How does it influence? What is their importance in advertising?
13. Discuss the interrelationships among customer and satisfaction. Why customer relationship important?
14. What is culture? Explain various influence of culture on consumer behaviour.

15. Rural advertising has a much wider scope than industrial advertising in India. Do you agree with this statement? Comment.
16. Identify a sales promotion that has recently been run that you think works to enhance the brand image and one that serves to hurt brand image. Justify your selection.
17. Assume that you are specialized in the field of psychology and have been hired as a researcher by the market research division of an FMCG company. What are the core issues you will focus upon if you have to analyze the purchase behaviour of the target segment(s)
18. Define culture. What are the most important characteristics of culture that reflect its nature? Why is the study of culture important to marketers?
19. Discuss how the study of consumer behavior helps marketers in strategic and tactical planning?
20. Consumer has both innate and acquired needs. Give example of each kind of need and show how the same purchases can serve to fulfill either or both kind of need?
21. Discuss the steps in consumer information processing? Does it happen in all types of consumer purchase?
22. Discuss the interrelationships among customer and satisfaction. Why customer relationship important?
23. What are the various aspects of personality? Discuss about the impact of personality on consumer behaviour.
24. What are the characteristics of social class? Discuss the factor responsible for social stratification?