

MBA-III Semester (2014)
Question Bank
Consumer Behaviour (MK-01)

Unit I

Very short Answer type questions . (1.5 marks each)

- Q.1 What is consumer behaviour?
- Q.2 What do you mean by buyer behaviour?
- Q.3 What is the relation between C.B. & Marketing?
- Q.4 What do you mean by need recognition?

Short Answer type questions. (02 marks each)

- Q-1 Draw a diagram of consumer research process?
- Q.2 Write a note on pre-purchase behaviour?
- Q.3 Explain the concept of post-purchase behaviour?

Long Answer type questions . (03 marks each)

- Q.1 Define consumer behaviour. Explain its nature?
- Q.2 Write down the importance of C.B.
- Q.3 Explain various methods and techniques of consumer research.
- Q.4 Explain fully the Process of consumer research with diagram?
- Q.5 Write short notes on:-
 - a- Evaluation of alternatives,
 - b- Purchase decision,
- Q.6 Write a brief note on new developments in the fields of consumer research?
- Q.8 What are the various fields of consumer research? Explain fully.

(Dharmendra Kushwah)

Asst. Prof.