

Satyug Darshan Institute of Engineering & Technology, Faridabad

Department of Management Studies

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Programme: BBA DM	Year & Semester: IIIrd Year , VI Semester
Course Name: CONSUMER BEHAVIOUR	Course Code: BBA/DMKG/603
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Unit I

Short answer questions

Q.N.	Question	KL
1	Define Consumer.	KL1
2	Differentiate Consumer and Customer.	KL4
3	Discuss the significance of studying Consumer Behaviour	KL2
4	Discuss any two characteristics of Consumer behaviour.	KL2
5	State the importance of studying Personal Factors.	KL1

Long answer questions

Q.N.	Question	KL
1	Define the factors affecting Consumer Behaviour.	KL1
2	Explain the characteristics of consumer decision making.	KL2
3	Describe the nature and scope of consumer behaviour in detail.	KL2
4	Define Consumer. Explain the role of Consumer Research in Consumer Behaviour.	KL1
5	Describe the qualities of Indian Consumer.	KL2

Unit II

Short answer questions

Q.N.	Question	KL
1	State the term Attitude.	KL1
2	Explain motivation.	KL2
3	Define the term Personality.	KL1
4	Discuss the concept of Consumer Perception.	KL2
5	Describe the term beliefs.	KL2

Long answer questions

Q.N.	Question	KL
1	Describe the models of attitude in detail.	KL2
2	Discuss the theory of Self Images.	KL2
3	Define the term Personalty. Explain the Freudian and Neo-Freudian Theory of Personality with examples.	KL1
4	Explain the Components of Attitude with relevant examples.	KL2
5	Differentiate Perception and Learning. State the process of Perception in detail.	KL4

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Unit III

Short answer questions

Q.N.	Question	KL
1	Define the importance of studying Group.	KL1
2	List the different role of Consumer in family decision making process.	KL1
3	Define Family Life Cycle.	KL1
4	Discuss the term Reference Groups.	KL2
5	Explain the term Consumer Socialisation.	KL2

Long answer questions

Q.N.	Question	KL
1	Explain the different types of reference groups.	KL2
2	Define Family. State the consumer roles in a family along with the family life cycle.	KL1
3	Discuss the Consumer Socialisation Process.	KL2
4	Describe the factors affecting reference group influence.	KL2
5	Discuss the Social Factors affecting the behaviour of Consumer.	KL2

Unit IV

Short answer questions

Q.N.	Question	KL
1	Discuss the term Problem recognition in Consumer Behaviour.	KL2
2	Define the term Delighted in CB.	KL1
3	Explain Conjunctive Decision Rule.	KL2
4	Define Disjunctive rule.	KL1
5	State the term Consumer decision Making.	KL1

Long answer questions

Q.N.	Question	KL
1	Explain the process of consumer decision making in detail with examples.	KL2
2	Describe the Pre-Purchase search Influences factors.	KL2
3	Explain situational influences factors in Consumer Behaviour.	KL2
4	Discuss in detail the Post purchase evaluation stage in consumer decision making.	KL2
5	Explain Compensatory decision rule, Conjunctive Decision rule, Lexicographic rule and Affect Referral in Consumer decision making.	KL2