

ASSIGNMENT PGDM IV

CONSUMER BEHAVIOUR

Q1. Define Consumer Behavior also state the application of Consumer Behavior with respect to today's market scenario.

Q2. Define culture, sub-culture and cross-culture. Explain the impact of all the three on Consumer Behavior.

Q3. Define Social class and buying behavior of social class.

Q4. What do you mean by a family, define family life cycle and how it is significance in Consumer Behavior?

Q5. Explain the concept of diffusion and adoption. What are the various factors affecting diffusion and adoption?

Q6. What do you mean by opinion leader? How can a opinion leaders can affect Consumer Behavior?

Q7. What do you mean by group dynamics state the various type of group along with benefits of reference group appeals?

Q8. Define Consumer decision making process in detail.

Q9. State organization buying process with the help of example.

Q10. State the Nicosia model and also justify its relevance with Consumer Behavior.

Q11. Define Harward Seth model and also explain the variables in details.

Q12. Engle Black bill and Miniyard model How is this model help full to consumer behavior study?

Q13. State family and decision making model is an important model with reference to Consumer Behavior prove the statement.

Q14. What do you mean by relationship marketing? What are the significance of relationship marketing in Indian context.

Q15. Define buyer seller relationship.

Q16. How does relationship marketing work in mass market?

Q17. Define relationship marketing and marketing strategy.

Q18. Define the role of IT in building relationship marketing.

Q19. How is IT helpful in maintaining and enhancing profitability design and analysis?

Q20. Pick one recent print advertisement that uses endorsement by the reference person or group but is lacking conviction give reason for your answer.