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POONA INSTITUTE OF MANAGEMENT
SCIENCES & ENTREPRENEURSHIP

(A Religious & Linguistic Minority Institution, Recognized by DTE, Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University,
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MBA GENERAL (SEM - II)
206 MKT: Consumer Behavior
(2019 PATTERN)

SHORT QUESTIONS

1. What do you mean by Consumer
2. What do you mean by Customer
3. Explain changing consumer marketplace
4. Consumer Behavior and its use in Marketing
5. Discuss E commerce and Internet in the life of consumers
6. Explain consumer Personality and self concept
7. Explain Consumer learning
8. Describe Consumer Attitude
9. Explain Consumer Motivation
10. Explain Maslow's hierarchy theory.
11. Describe Cultural influences on consumer
12. Explain Social Class and Group Influences
13. Explain Gen Z Consumers
14. The Adoption Process
15. Explain Buying roles
16. Explain the Consumer Decision Making process
17. Describe the problem recognition stage in Consumer Decision making.
18. Explain Search and Evaluation
19. Describe the Purchasing Process
20. Explain the Post purchase behavior of the consumer
21. What do you mean by Organizational buying behavior
22. Difference between organizational buying behavior and Consumer buying behavior.
23. Organizational buying decision process
24. Factors influencing organizational Buying
25. Organizational Buying roles