



**INDIAN SCHOOL MUSCAT**  
**Department of Commerce and Humanities**



**Class : 11**

**Worksheet No. 05:**  
**Consumer Behaviour**

**Date of issue**  
-----2018

**Marketing (812)**

**Date of submission**  
-----2018

**Answer in one sentence (1 or 2 marks each)**

- 1 Branding is a \_\_\_\_\_ decision.
  - (a) Product
  - (b) Place
  - (c) Promotion
  - (d) Price
- 2 The \_\_\_\_\_ is the person who first gets the thought or gives the idea of buying a particular product.
  - (a) Initiator
  - (b) Influencer
  - (c) Decider
  - (d) Buyer
- 3 Explain the role of a customer as a 'Gatekeeper'.
- 4 Differentiate between a consumer and a buyer.
- 5 Explain the role of a customer as 'Maintainer'.
- 6 What do you mean by a 'reference group' in consumer behaviour. Explain 'reference group influence' used by marketers to promote their product.
- 7 How does economic condition and lifestyle influence the consumer's purchasing behaviour.
- 8 Give examples of the roles played by a child and mother in the process of buying.
- 9 Differentiate between the decision making process of high involvement and low involvement products.
- 10 'The motivation drives to develop a purchasing attitude towards a product'. Explain.

**Answer in around 75 words (3 or 4 marks each)**

- 11 Discuss any 3 cultural factors that affect the consumer buying behavior.
- 12 Explain any 3 roles played by consumer in different kinds of purchase situations.
- 13 Describe the various stages involved in the purchase of a low involvement purchase decision.
- 14 What do you mean by 'post-purchase evaluation'? Why is it important to study the 'post-purchase evaluation'?
- 15 Discuss any three psychological factors that influence the consumer behavior.

- 16 'The study of consumer behavior is very relevant for effective marketing management'. Discuss.
- 17 'Social factors play significant role in determining consumer behaviour'. How?
- 18 Explain the psychological factors that influence the consumer buying behavior.
- 19 Discuss the various buying roles of a consumer in different kinds of purchase situation.
- 20 'The purchase decisions can be thought-based and feeling-based'. Explain the meaning with examples.

**Answer in around 100 words (5 marks each)**

- 21 Describe the various stages of the consumer decision making process.
- 22 Discuss the various social factors that influence consumer buying behavior.
- 23 Prepare a flow chart to identify the steps involved in consumer decision making process of a new car (high involvement) and explain the stages.
- 24 Explain the importance of studying consumer behaviour by a business.
- 25 Prepare a flow chart to identify the steps involved in consumer decision making process of a consumer decision making process of note books (low involvement) and explain the steps.

