



Anekant Education Society's
TuljaramChaturchand College of Arts, Science & Commerce, Baramati
Department of B.Voc Retail Management

Question Bank

F.Y. B. Voc Retail Management (Sem-II)
1203- Principles of Consumer Behavior- II

Q.1 Fill in the blanks:

1. _____ is the process of activities people engage in when searching for selecting, purchasing, using, evaluating and disposing of products and services.
2. Consumer Behavior is a _____ process relating to buying decisions of the customers.
3. The buyer behavior is equally important in having _____ policies.
4. The study of consumer behavior is also vital in marketing decisions regarding_____.
5. Consumer behavior involves everything starting from problem recognition to _____ activities.
6. The consumer behavior may be determined by economic and _____ factors.
7. _____ occurs when a consumer exactly determines their needs.
8. Advertisements, promotional campaigns, sales people are the _____ sources.
9. _____ Step involves evaluating different alternatives that are available in the market along with the product lifecycle.
10. _____ of needs for belonging can sometimes overcome physiological and security needs.
11. _____ Stage is most important in the consumer buying decision making process.
12. _____ reflect both past and current product evaluation and user experiences.
13. Customers will have both _____ and _____ expectations regarding the product or service which they have purchased.
14. One of the most significant factors influencing customer expectations is their _____.
15. _____ and _____ must not be misleading or dishonest in the customer expectation management.
16. Forecasting _____ is enormously beneficial to all businesses.
17. _____ is a part of customer's experience that exposes a supplier's behavior on customers expectation.
18. Navigation and _____ store should be a straight forward and simple process.
19. _____ is an essential element of a positive customer experience.
20. _____ vary greatly across cultures and locations.
21. Managing _____ efficiently is one the biggest challenge an organization face.
22. Directly contracting customers and getting their valuable _____ is very important.
23. Direct customer feedback is mostly through _____ and _____.

24. The major drawback of direct method is very _____ and requires a lot of pre complied preparations to implement.
25. The customer may be satisfied with the existing customers but sometimes feel that the product and services he is using are _____ in market.
26. It is very important for an organization to identify the factors and facets which drive customer _____.
27. The _____ aspects of product manufactured by the supplier plays a vital role in customer loyalty.
28. _____ culture is most important driver of customer loyalty.
29. _____ human resource plays a vital role in marketing segments where customer comes in direct contact.
30. Today's companies want to use relationship marketing to improve _____ and _____.
31. _____ that are aimed at developing and managing trusting and long term relationships with larger customers.
32. The _____ refers to the activities undertaken by the firm to establish and maintain the profitability and the long term relationship with the customers.
33. _____ believes the customer is the center of the business rather than its product and offerings.
34. Relationship marketing puts emphasis on understanding customer _____.
35. Relationship marketing also involves having a closer relationship with those who supply human resources to the organization that is _____ markets.
36. _____ markets comprises of employees who have the ability to determine the style and ethics of the business environment.
37. _____ markets are an effective source of new business.
38. _____ markets form a focal point for relationship marketing.
39. _____ markets refer to the network of organizations that provide the materials, products and services to the organization.
40. _____ is a social and economic order that encourages the purchase of goods and services in ever-greater amounts.

Q.2 Answer in one sentence:

1. What is the meaning of Consumer and Customer?
2. What is consumer behavior?
3. Write the meaning of consumer decision making process.
4. Write in short the process of consumer decision making process.
5. Need recognition means what?
6. What is Customer Expectation?
7. Which factors are influencing on Customer Expectation?
8. How the work customers previous experience?
9. How the company fulfill of customer expectation?
10. Define the term Customer Satisfaction.
11. Why simplicity is important in customer satisfaction?
12. Write the methods of measuring customer satisfaction.
13. What is indirect method of measuring customer satisfaction?

14. What is Entrepreneur Customers?
15. Write the term Relationship Marketing.
16. What is the meaning of relationship with recruitment markets?
17. Which six markets model in relationship marketing?
18. What is Internal and Referral Markets?
19. Write the meaning of Employee Markets?
20. CRM stands for?
21. What is Consumerism?
22. Write the meaning of consumer movement.
23. Which three phases are involved in Development of Consumer Movement?
24. Consumer Education Phase means what?
25. What is gathering Momentum?
26. How evaluation of alternative works in consumer decision making?

Q.3 Short Notes:

1. Nature of Consumer Behavior
2. Importance of consumer behavior
3. Process of Consumer Decision Making
4. Three states of Consumer Decision
5. Herzberg's two factor theory
6. Factors influencing customer expectations
7. Customer expectation management tips
8. Relationship between Customer Expectation and Customer Satisfaction
9. Implications for shaping expectation
10. Six markets models of Relationship Marketing
11. Objectives of Consumerism

Q. 4 Short Answer Questions

1. Maslow's hierarchy of needs
2. Write in detail Customer Expectation
3. Factors influencing customer satisfaction
4. Methods of measuring customer satisfaction
5. Customer loyalty and satisfaction
6. Drivers of customer loyalty
7. Scope and definition of Relationship Marketing
8. Importance of Relationship Marketing
9. Reasons to use a CRM System
10. Customer Retention Strategy
11. Benefits of Consumerism
12. Consumerism in India
13. Importance of Consumer Movement

Q.5 Long Answer Questions

1. What is consumer behavior? Explain the nature and importance of consumer behavior.
2. State the meaning of consumer decision making? Write the process and three states of consumer decision making.
3. Write the meaning of customer expectation and customer satisfaction. And explain the factors influencing customer satisfaction.
4. What is customer expectation and customer satisfaction and states the relationship between customer expectation and satisfaction.
5. Explain the meaning and definition of relationship marketing. And also write the scope and importance of relationship marketing.
6. What is relationship marketing? Explain the six markets models of relationship marketing.
7. State the meaning of CRM in detail. And explain the reasons to use a CRM system.
8. What is Consumerism? Write the objectives and importance of consumerism.
9. Write the meaning of consumer movement. And also explain the features and importance of consumer movement.
10. Define the term consumer movement; write the phases in development of consumer movement. And also explain the problems of consumer movement in India.