



INDIAN SCHOOL DARSAIT
DEPARTMENT OF COMMERCE



SUB : Marketing	Topic :Consumer Behaviour	Date of Worksheet : 31/05/2017
Prepared by : JMC		Date of submission : 05/06/2017
Name of Student:		Roll Number :
Class and Div. :XI D		

Sl. No	Questions	Marks
1.	What is Consumer Behavior?	1
2.	Who is a Consumer?	1
3.	Define the term Buyer/ User.	1
4.	Define the term Behaviour	1
5.	What is meant by buying motive?	1
6.	Explain the types of buying motives: Internal External Product and Patronage	4
7.	Explain the factors influencing Consumer Behaviour	4
8.	Explain the Cultural factors which affect consumer behavior: culture:- culture and consumption, culture and communication, culture and language. Subculture and social class .	5
9.	Explain the Social factors which affect consumer behavior: social factors:- reference group, contractual group, Aspirational Group, Disclaimant Group, Avoidance Group Family, Roles and Status .	5
10.	Explain the Personal factors which affect consumer behavior: Age and life: cycle stage. Occupation, Economic Life Style Personality and Self Concept	5
11.	Explain the Psychological factors which affect consumer behavior. Motivation, Motive, motivator. Perception Learning and Beliefs and Attitude	5
12.	Explain the importance of Motivation.	5
13.	Explain the Need Hierarchy Theory of A. H. Maslow	6
