



Program	Master of Business Administration (MBA)	Semester - 3
Type of Course	Major	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

SEE - Semester End Examination, T - Internal Theory, P - Internal Practical

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Introduction of Consumer Behaviour Evolution of consumer behavior, understanding consumers and market segments, consumer behavior and marketing strategy, psychographic dimensions, consumer motivation, perception, personality, information processing, attitude formation and attitude change.	15	25
2	Consumer Behaviour and Culture conomic, demographic, cross cultural and socio-cultural influences, Cultural relevance to marketing decisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings social stratification, reference groups and family influences, personal influence. Family: Role & Structure, Family Life Cycle, purchasing decisions, changing role of families	15	25
3	Models of Consumer behaviour Components of communications process, designing persuasive communication and diffusion of innovations, models of buyer behavior, Howard model, Howard- Sheth model, EKB model, Webster and wind model and Sheth industrial buyer behavior model. High and low involvement, pre-purchase processes, purchase, post purchase processes, consumption and evaluation, brand loyalty and repeat purchase behavior.	15	25
4	Consumer and CRM The roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism and marketer responses to consumer issues. Facets and elements of CRM, CRM process, Importance of CRM, planning and managing CRM programme. Concept of customer loyalty, customer value assessment, customer retention strategies, CRM in services, E-CRM.	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy				
Level	Understanding	Application	Analyze	Evaluate
Weightage	25	25	25	25

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcomes

At the end of this course, students will be able to:

CO1	Discuss the rationale for studying consumer behavior
CO2	Identify and explain factors which influence consumer behavior inclusive of society and culture.
CO3	Develop communication skills both orally and in writing within marketing context.
CO4	Demonstrate the capability to work both independently and in a team environment employing inquiry processes to complete marketing projects

CO PO Mapping

CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	3	2	2	2
PO - 2	1	3	3	1
PO - 3	0	1	0	0
PO - 4	2	2	0	3
PO - 5	0	0	0	1

Reference Books

1.	Consumer Behavior (TextBook) By Schiffman, Kanuk and Ramesh Kumar Pearson Publication latest Edition
2.	Consumer Behaviour: Insights from Indian Market By Majumudar Ramanuj PHI Latest