

**UNIVERSITY OF CALICUT**

SCHOOL OF DISTANCE EDUCATION

(2011 Admn. onwards)

*VI Semester***B.B.A-MARKETING SPECIALISATION****CONSUMER BEHAVIOUR****QUESTION BANK & ANSWER KEY**

Choose the correct Answer from the bracket.

1. Any individual who purchases goods and services from the market for his/her end-use is called a.....
  - a. Customer
  - b. Purchaser
  - c. Consumer
  - d. All these
  
2. ----- is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.
  - a. Consumer behaviour
  - b. Consumer interest
  - c. Consumer attitude
  - d. Consumer perception
  
3. ----- is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.
  - a. Consumer behaviour
  - b. Consumer interest
  - c. Consumer attitude
  - d. Consumer perception
  
4. ----- refers to how an individual perceives a particular message
  - a. Consumer behaviour
  - b. Consumer interest
  - c. Consumer attitude
  - d. Consumer interpretation
  
5. “----- is the action and decisions process or people who purchase goods and services for personal consumption.”
  - a. Consumer behaviour
  - b. Consumer interest
  - c. Consumer attitude
  - d. Consumer interpretation
  
6. \_\_\_\_\_ emphasize(s) that profitable marketing begins with the discovery and understanding of consumer needs and then develops a marketing mix to satisfy these needs.
  - a. The marketing concept

- b. The strategic plan
  - c. The product influences
  - d. The price influences
7. \_\_\_\_\_ is one of the most basic influences on an individual's needs, wants, and behaviour.
- a. Brand
  - b. Culture
  - c. Product
  - d. Price
8. In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and \_\_\_\_\_.
- a. Economic situations
  - b. Situational influences
  - c. Consumption decisions
  - d. Physiological influences
9. Many sub-cultural barriers are decreasing because of mass communication, mass transit, and a \_\_\_\_\_.
- a. Decline in the influence of religious values
  - b. Decline in communal influences
  - c. Strong awareness of brands in the market
  - d. Strong awareness of pricing policies in the market
10. \_\_\_\_\_ develop on the basis of wealth, skills and power.
- a. Economical classes
  - b. Purchasing communities
  - c. Competitors
  - d. Social classes
11. \_\_\_\_\_ (is) are transmitted through three basic organizations: the family, religious organizations, and educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard.
- a. Consumer feedback
  - b. Marketing information systems
  - c. Market share estimates
  - d. Cultural values
12. In large nations, the population is bound to lose a lot of its homogeneity, and thus \_\_\_\_\_ arise.
- a. Multilingual needs
  - b. Cultures
  - c. Subcultures
  - d. Product adaptation requirements
13. \_\_\_\_\_ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.
- a. Multilingual needs
  - b. Cultures
  - c. Subcultures
  - d. Product adaptation requirements
14. Marketing managers should adapt the marketing mix to \_\_\_\_\_ and constantly monitor value changes and differences in both domestic and global markets.

- a. Sales strategies
  - b. Marketing concepts
  - c. Cultural values
  - d. Brand images
15. \_\_\_\_\_ has become increasingly important for developing a marketing strategy in recent years.
- a. Change in consumers' attitudes
  - b. Inflation of the dollar
  - c. The concept and the brand
  - d. Age groups, such as the teen market, baby boomers, and the mature market
16. Two of the most important psychological factors that impact consumer decision-making process are product \_\_\_\_\_ and product involvement.
- a. Marketing
  - b. Strategy
  - c. Price
  - d. Knowledge
17. Which of the following is the most valuable piece of information for determining the social class of your best friend's parents?
- a. The number of years schooling that they had
  - b. Their ethnic backgrounds
  - c. Their combined annual income
  - d. Their occupations
18. Changes in consumer values have been recognized by many business firms that have expanded their emphasis on \_\_\_\_\_ products.
- a. Latest technology
  - b. Timesaving, convenience-oriented
  - c. Health related
  - d. Communication
19. Many sub cultural barriers are decreasing because of mass communication, mass transit, and \_\_\_\_\_.
- a. The rising unemployment situation
  - b. An influence of political power
  - c. The use of new technology
  - d. A decline in the influence of religious values
20. Different social classes tend to have different attitudinal configurations and \_\_\_\_\_ that influence the behaviour of individual members.
- a. Personalities
  - b. Values
  - c. Finances
  - d. Decision makers
21. \_\_\_\_\_ is the single factor that best indicates social class.
- a. Time
  - b. Money
  - c. Occupation
  - d. Fashion
  - e.
22. In terms of consumption decisions, middle class consumers prefer to \_\_\_\_\_.
- a. Buy at a market that sells at a whole sale rates

- b. Buy what is popular  
c. Buy only the brands which sell at affordable prices  
d. Analyze the market and select the best at the lowest prices
23. \_\_\_\_\_ refers to the buying behavior of final consumers.  
a. Consumer buyer behavior  
b. Target market buying  
c. Market segment buying  
d. Business buying behavior
24. \_\_\_\_\_ is individuals and households who buy goods and services for personal consumption.  
a. The target market  
b. A market segment  
c. The consumer market  
d. The ethnographic market
25. Understanding consumer buying behavior is not easy. The answers are often locked deep within the consumer's head. The central question for marketers is:  
a. How much money is the consumer willing to spend?  
b. How much does the consumer need the product being offered for sale?  
c. How much does a discount or a coupon affect the purchase rate?  
d. How do consumers respond to various marketing efforts the company might use?
26. The starting point in understanding how consumers respond to various marketing efforts the company might use is the:  
a. Lipinski model of buying behavior.  
b. Stimulus-response model of buyer behavior.  
c. Freudian model of buying behavior.  
d. Maslow's model of life-cycle changes.
27. According to the stimulus-response model of buyer behavior (as presented in your text), the place where consumers process marketing stimuli prior to making purchase decision is called the:  
a. Consumer's value chain.  
b. Consumer's cognitive schema.  
c. Consumer's black box.  
d. Consumer's thoughts-emotions network.
28. Consumer purchases are influenced strongly by cultural, social, personal, and:  
a. Psychographic characteristics.  
b. Psychological characteristics.  
c. Psychometric characteristics.  
d. Supply and demand characteristics.
29. \_\_\_\_\_ is the most basic cause of a person's wants and behaviors.  
a. Culture  
b. Social class  
c. Personality  
d. Lifestyle
30. Marketers are always trying to spot \_\_\_\_\_ in order to discover new products that might be wanted.  
a. opinion graphers  
b. dissonant groups  
c. cultural shifts  
d. benchmarks

31. The cultural shift toward \_\_\_\_\_ has resulted in more demand for casual clothing and simpler home furnishings.
- liberal political causes
  - conservative political causes
  - informality
  - downsizing
32. A \_\_\_\_\_ is a group of people with shared value systems based on common life experiences and situations.
- culture
  - subculture
  - lifestyle composite
  - social class
33. The greatest barrier to effectively marketing to the Asian American market is thought to be:
- Reluctance to grant credit to this group.
  - Language and cultural traditions.
  - The urban nature of their neighborhoods.
  - Lack of a mass media that reaches this group.
34. Relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviors are called:
- Cultures.
  - Subcultures.
  - Social classes.
  - Social factors.
35. As a form of a reference group, the \_\_\_\_\_ are ones to which the individual wishes to belong.
- secondary groups
  - facilitative groups
  - primary groups
  - aspiration groups
36. The \_\_\_\_\_ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.
- facilitator
  - referent actor
  - opinion leader
  - social role player
37. Even though buying roles in the family change constantly, the \_\_\_\_\_ has traditionally been the main purchasing agent for the family.
- Wife
  - husband
  - teenage children
  - grandparent
38. A major reason for the changing traditional purchasing roles for families is that:
- The economic conditions are forcing more teens to work.
  - More women than ever hold jobs outside the home.
  - Children are spending more time on the Web.
  - Men and women now shop together or “shop until you drop” for entertainment purposes.

39. A(n) \_\_\_\_\_ consists of the activities people are expected to perform according to the persons around them.
- behavior
  - attitude
  - role
  - status
40. The stages through which families might pass as they mature over time is a \_\_\_\_\_ description of what is called the:
- Adoption process.
  - Lifestyle cycle.
  - Values and Lifestyle (VALS) topology.
  - Family life cycle.
41. A \_\_\_\_\_ is a person's pattern of living as expressed in his or her \_\_\_\_\_ activities, interests, and opinions.
- role
  - status
  - position
  - lifestyle
42. \_\_\_\_\_ is(are) a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.
- Psychographics
  - Personality
  - Demographics
  - Lifestyle
43. The basic premise of the \_\_\_\_\_ is that people's possessions contribute to and reflect their identities; that is, "we are what we have."
- lifestyle concept
  - self-concept
  - personality concept
  - cognitive concept
44. A \_\_\_\_\_ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.
- Motive
  - want
  - demand
  - requirement
45. A good synonym for motive is a(n) \_\_\_\_\_.
- omen
  - need
  - drive
  - cue
46. The theory of motivation that views people as responding to urges that are \_\_\_\_\_ repressed but never fully under control was developed by:
- Marshall.
  - Kant.
  - Freud.
  - Maslow.
47. According to Maslow's Hierarchy of Needs, the lowest order of needs are called:
- Self-actualization needs.

- b. Social needs.
  - c. Safety needs.
  - d. Physiological needs.
48. According to Maslow's Hierarchy of Needs, the highest order of needs are called:
- a. Self-actualization needs.
  - b. Social needs.
  - c. Safety needs.
  - d. Physiological needs.
49. \_\_\_\_\_ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.
- a. Readiness
  - b. Selectivity
  - c. Perception
  - d. Motivation
50. People can form different perceptions of the same stimulus because of three perceptual processes. These processes are best described as being:
- a. Selective attention, selective distortion, and selective retention.
  - b. Subliminal perception, selective remembrance, selective forgetting.
  - c. Closure, modeling, and perceptual screening.
  - d. Needs distortion, wants analysis, and perceptual screening.
51. \_\_\_\_\_ describes changes in an individual's behavior arising from experience.
- a. Modeling
  - b. Motivation
  - c. Perception
  - d. Learning
52. A \_\_\_\_\_ is a strong internal stimulus that calls for action.
- a. Drive
  - b. cue
  - c. response
  - d. perception
53. If a consumer describes a car as being the "most economical car on the market," then this descriptor is a(n):
- a. Rule.
  - b. Attitude.
  - c. Belief.
  - d. Cue.
54. If a consumer tells friends "I like my car more than any other car on the road," then the consumer has expressed a(n):
- a. Rule.
  - b. Attitude.
  - c. Belief.
  - d. Cue.
55. \_\_\_\_\_ puts people into a frame of mind of liking or disliking things, of moving toward or away from them.
- a. A rule
  - b. An attitude
  - c. A belief
  - d. A cue

56. Which of the following is NOT one of the five stages of the buyer decision process?
- need recognition
  - brand identification
  - information search
  - purchase decision
57. According to the buyer decision process suggested in the text, the first stage is characterized as being one of:
- Awareness.
  - Information search.
  - Need recognition.
  - Demand formulation.
58. The buying process can be triggered by a(n) \_\_\_\_\_ when one of the person's normal needs—hunger, thirst, sex—rises to a level high enough to become a drive.
- awareness
  - external stimuli
  - internal stimuli
  - experiential motivation
59. The stage in the buyer decision process in which the consumer is aroused to search for more information is called:
- Information search.
  - Evaluation of alternatives.
  - Search for needs.
  - Perceptual search.
60. The consumer can obtain information from any of several sources. If the consumer were to obtain information from handling, examining, or using the product, then the consumer would have obtained the information by using a(n):
- Personal source.
  - Commercial source.
  - Informative source.
  - Experiential source.
61. How the consumer processes information to arrive at brand choices occurs during which stage of the buyer decision process?
- need recognition
  - information search
  - evaluation of alternatives
  - purchase decision
62. Generally, the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. These two factors are best described as being:
- The cost and availability of the product.
  - The attitude of others and the cost of the product.
  - The availability of the product and unexpected situational factors.
  - The attitude of others and unexpected situational factors.
63. With respect to post purchase behavior, the larger the gap between expectations and performance:
- The greater likelihood of re-purchase.
  - The greater the customer's dissatisfaction.
  - The less likely the consumer will be influenced by advertising.



- d. The less likely the consumer will need sales confirmation and support.
64. Cognitive dissonance occurs in which stage of the buyer decision process model?
- need recognition
  - information search
  - evaluation of alternatives
  - post purchase conflict .
65. A company must always guard against dissatisfying customers. On average, a satisfied customer tells 3 people about a good purchase experience. A dissatisfied customer, however, on average gripes to \_\_\_\_\_ people.
- 7
  - 9
  - 11 .
  - 30
66. The \_\_\_\_\_ is the mental process through which an individual passes from first hearing about an innovation to final adoption.
- adoption process .
  - consumption process
  - innovation process
  - new product development process
67. All of the following are part of the adoption process that consumers may go through when considering an innovation EXCEPT:
- Awareness.
  - Process. .
  - Interest.
  - Trial.
68. With respect to adopter categories, the \_\_\_\_\_ are guided by respect, are the opinion leaders in their communities, and adopt new ideas early but carefully.
- seekers
  - innovators
  - early adopters .
  - early majority
69. With respect to adopter categories, the \_\_\_\_\_ are skeptical and they adopt an innovation only after a majority of people have tried it.
- early adopters
  - early majority
  - late majority .
  - laggards
70. Several characteristics are especially important in influencing an innovation's rate of adoption. \_\_\_\_\_ is the degree to which the innovation may be tried on a limited basis.
- Relative advantage
  - Synchronization
  - Compatibility
  - Divisibility .
71. If a company makes products and services for the purpose of reselling or renting them to others at a profit or for use in the production of other products and services, then the company is selling to the:
- Business market. .
  - International market.

- c. Consumer market.  
d. Private sector market.
72. All of the following are among the primary differences between a business market and a consumer market EXCEPT:
- Purchase decisions to satisfy needs.
  - Market structure and demand.
  - The nature of the buying unit.
  - The types of decisions and the decision process involved.
73. The business marketer normally deals with \_\_\_\_\_ than the consumer marketer does.
- far greater but smaller buyers
  - far greater and larger buyers
  - far fewer but far larger buyers
  - far fewer and smaller buyers
74. When demand comes (as it does in the business market) from the demand for consumer goods, this form of demand is called:
- Kinked demand.
  - Inelastic demand.
  - Cyclical demand.
  - Derived demand.
75. General Motors buys steel because consumers buy cars. If consumer demand for cars drops, so will General Motors' demand for steel. This is an example of the \_\_\_\_\_ relationships found in:
- Kinked demand.
  - Inelastic demand.
  - Cyclical demand.
  - Derived demand.
76. That business markets have more buyers involved in the purchase decision is \_\_\_\_\_ evidence of which of the following characteristic differences between business and \_\_\_\_\_ consumer markets?
- market structure and demand
  - the nature of the buying unit
  - types of decisions made
  - type of decision process itself
77. The place in the business buying behavior model where interpersonal and individual influences might interact is called the:
- Environment.
  - Response.
  - Stimuli.
  - Buying center.
78. In a \_\_\_\_\_, the buyer reorders something without any modifications.
- habitual rebuy
  - straight rebuy
  - modified rebuy
  - new task buy
79. In a \_\_\_\_\_, the buyer wants to change something about product specifications, prices, terms, or suppliers.
- habitual rebuy

- b. straight rebuy
  - c. modified rebuy .
  - d. new task buy
80. When a firm buys a product or service for the first time, it is facing a:
- a. Habitual rebuy situation.
  - b. Straight rebuy situation.
  - c. Modified rebuy situation.
  - d. New task situation. .
81. The “in” suppliers are most likely to get nervous and feel pressure to put their best foot forward in which of the following types of buying situations?
- a. modified rebuy .
  - b. new task buying
  - c. straight rebuy
  - d. indirect rebuy
82. The decision-making unit of a buying organization is called its \_\_\_\_\_: all the individuals and units that participate in the business decision-making process.
- a. buying center .
  - b. purchasing center
  - c. bidding center
  - d. demand-supply center
83. Considering the major influences on business buyer behavior, as shown in a model in the text, under which influence stage would you expect to find the influences of authority, status, empathy, and persuasiveness?
- a. environmental
  - b. organizational
  - c. interpersonal .
  - d. individual
84. The stage of the business buying process where the buyer describes the characteristics and quantity of the needed item is called:
- a. Problem recognition.
  - b. General need description. .
  - c. Product specification.
  - d. Proposal solicitation.
85. If a buying team is asked by the purchasing department to rank the importance of reliability, durability, price, and other attributes of an item, then the team is going through a business buying process stage called:
- a. Problem recognition.
  - b. General need description. .
  - c. Product specification.
  - d. Proposal solicitation.
86. \_\_\_\_\_ is the stage of business buying where an organization decides on and specifies the best technical product characteristics for a needed item.
- a. Problem recognition
  - b. General need description
  - c. Product specification .
  - d. Proposal solicitation

87. \_\_\_\_\_ is an approach to cost reduction in which components are studied carefully to determine if they can be redesigned, standardized, or made by less costly methods of production.
- Cost analysis
  - Order analysis
  - Product analysis
  - Value analysis
88. Factors such as supplier reputation for repair and servicing capabilities are important criteria for evaluation at which stage in the business buying process?
- problem recognition
  - supplier search
  - supplier selection
  - order-routine specification
89. Blanket contracts are typically part of which of the following stages in the business buying process?
- general need description
  - product specification
  - supplier selection
  - order-routine specification
90. The stage of the business buying process in which the buyer writes the final order with the chosen supplier(s), listing the technical specifications, quantity needed, expected time of delivery, return policies, and warranties is called:
- General need description.
  - Product specification.
  - Supplier selection.
  - Order-routine specification.
91. The \_\_\_\_\_ may lead the buyer to continue, modify, or drop the arrangement that has been entered into by the buyer and seller.
- performance review
  - order-routine specification
  - supplier selection
  - general need description
92. For the marketing manager, social class offers some insights into consumer behavior and is potentially useful as a \_\_\_\_\_.
- Market research information
  - Market segmentation variable
  - Source of understanding competition's strategy
  - Source to predict future trends
93. \_\_\_\_\_ is the definition of reference groups.
- Groups that an individual looks to when forming attitudes and opinions
  - Groups of people who have been referred to by someone they know
  - Groups of office colleagues
  - Chat groups on the internet
94. \_\_\_\_\_ are factors that have been shown to affect consumer behavior.
- Brand name, quality, newness, and complexity
  - Advertising, marketing, product, and price
  - Outlets, strategies, concept, and brand name
  - Quality, advertising, product positioning, and strategy

95. The reason that higher prices may not affect consumer buying is \_\_\_\_\_.
- Most consumers prefer brand names which have higher prices
  - 70% of the total population looks for quality services and is willing to pay higher prices
  - Consumers believe that higher prices indicate higher quality or prestige .
  - Most consumers feel that the price is actually affordable
96. \_\_\_\_\_ are the groups that individuals look to when forming attitudes and opinions.
- Reference groups .
  - Teenage groups
  - Religious groups
  - Adult groups
97. For which of the following products would the reference group influence be the strongest?
- A best-seller novel
  - A pickup truck .
  - A loaf of bread
  - A pair of jeans
98. Primary reference groups include \_\_\_\_\_.
- College students
  - Office colleagues
  - Family and close friends .
  - Sports groups
99. Secondary reference groups include \_\_\_\_\_.
- Family and close friends
  - Sports groups
  - Ethnic and religious groups
  - Fraternal organizations and professional associations .
100. Marketing strategies are often designed to influence \_\_\_\_\_ and lead to profitable exchanges.
- Consumer decision making .
  - Sales strategies
  - Advertising strategies
  - Export strategies
101. \_\_\_\_\_ refers to the information a consumer has stored in their memory about a product or service.
- Cognitive dissonance
  - Product knowledge .
  - Product research
  - Marketing research
102. One of the key tasks of marketers is \_\_\_\_\_ and to create consumer perceptions that the product is worth purchasing.
- To make products easily visible and available
  - To promote sales of products
  - To differentiate their products from those of competitors .
  - To do marketing surveys
103. Praveen doesn't really like Chicken fry but when all of his friends ordered chicken fry, he felt that to be part of the gang he needed to buy one for himself. Which situational influence explains Terence's purchase of a grapefruit martini?
- Its marketing mix

- b. Task features
  - c. Current conditions
  - d. Social features
104. \_\_\_\_\_ can influence the consumers' thoughts about products.
- a. Marketing and popularity
  - b. Advertising, sales promotions, salespeople, and publicity .
  - c. Sales promotion, popularity, and marketing
  - d. None of these
105. It important for marketers to devise communications that offer \_\_\_\_\_, and are placed in media that consumers in the target market are likely to use.
- a. Consistent messages about their products .
  - b. Better pricing
  - c. Product information to the customers
  - d. A new marketing strategy
106. Marketing communications play a critical role in informing consumers about \_\_\_\_\_ including where they can be purchased and in creating favourable images and perceptions.
- a. Buying their products
  - b. Price reductions
  - c. Products and services .
  - d. The advantage over competition
107. When consumers are seeking low-involvement products, they are unlikely to engage in extensive search, so \_\_\_\_\_ is important.
- a. Order processing
  - b. Order booking
  - c. Ready availability .
  - d. Information about warranty
108. Marketers can create brand equity \_\_\_\_\_.
- a. By selling them in prestigious outlets .
  - b. By overpricing the product
  - c. Preparing comparative information about competitive brands
  - d. By making the products available in all locations
109. Situational influences that have considerable effect on product and brand choice are ----  
----- , social features, time, task features and current conditions.
- a. Physical features .
  - b. Price
  - c. Guarantees
  - d. Packaging
110. Product knowledge refers to the amount of information a consumer has stored in memory about particular product classes, product forms, \_\_\_\_\_, models, and ways to purchase them.
- a. Prices
  - b. Brands .
  - c. Packaging
  - d. Warranties
111. Product involvement refers to \_\_\_\_\_ or personal relevance of an item.
- a. A consumer's perception of the importance .
  - b. The need of the product
  - c. The price the product

- d. The amount of people who bought the product
112. If the purchase is for a high-involvement product, consumers are likely to develop a high degree of \_\_\_\_\_ so that they can be confident that the item they purchase is just right for them.
- Brand loyalty
  - Society
  - Product knowledge
  - References
113. \_\_\_\_\_ constitutes moderate consumer behaviour, but still involves time and effort searching for and comparing alternatives.
- Limited decision making
  - Need recognition
  - Routine decision making
  - Post purchase evaluation
114. Experimental sources of information for consumers refer to \_\_\_\_\_.
- Advertising, marketing, selling, and profit making
  - Handling, examining, and trying the product while shopping
  - Buying after a demonstration
  - Buying the product directly from a manufacturer
115. A purchase involves many decisions, which include product type, brand, model, \_\_\_\_\_ among other factors.
- Credit facility available
  - Group purchase discount schemes
  - Dealer selection and method of payment
  - Availability of money
116. Group, marketing and \_\_\_\_\_ determine the initial level of product knowledge as well as change in it.
- Consumer feedback
  - Situational influences
  - Information available
  - Consumers' perceptions
117. \_\_\_\_\_ refers to the tendency for consumers to try to reduce risk in their decision making.
- Risk tolerance
  - Guarantee terms
  - Perceived risk
  - Dissonance
118. \_\_\_\_\_ is the most common type of consumer decision process and the way consumers purchase most packaged goods.
- Limited decision making
  - Extended decision making
  - Routine decision making
  - Alternative search
119. The occurrence of post decision anxiety is related to the concept of \_\_\_\_\_.
- Extensive decision making
  - Cognitive dissonance
  - Limited decision making
  - Marketing strategy

120. The disconfirmation paradigm is used to study \_\_\_\_\_.
- Need satisfaction
  - Decision-making roles within the purchase process
  - The relationship between product knowledge and product involvement
  - Post purchase dissonance
121. What does cognitive dissonance state?
- The individual often has doubts and second thoughts about the choice made .
  - Individual consumers use limited decision making to reduce their anxiety levels
  - Consumers usually buy products based on emotion
  - Marketers can sell more products by increasing choices available to consumers
122. One implication of the \_\_\_\_\_ view for marketers is that care must be taken not to raise prepurchase expectations to such a level that the product cannot possibly meet them.
- Post purchase evaluation .
  - Purchase decision
  - Prepurchase decision
  - Routine decision making
123. All those factors particular to a time and place that do not follow from knowledge of the stable attributes of the consumer and the stimulus and that have an effect on current behaviour are known as \_\_\_\_\_.
- situational influence
  - motivators
  - consumption triggers
  - consumption influencers
124. Which of the following also includes a situation-specific component?
- personality
  - self-concept
  - involvement
  - demographics
125. Which of the following is a situation in which consumer behavior occurs?
- communications situation
  - purchase situation
  - usage situation
  - all of the above
126. Which of the following is NOT a situation in which consumer behaviour occurs?
- communications situation
  - purchase situation
  - usage situation
  - all of the above are situations in which consumer behaviour occurs .
127. Which of the following is a situation characteristic?
- product
  - package
  - temporal perspective .
  - demographics
128. Neethu has to purchase a gift for her mother and only has this afternoon to do so because her birthday party is that evening. She's wondering how she will be able get to the mall in time to pick out the perfect gift. This is an illustration of which situation



characteristic?

- a. physical features
- b. social surroundings
- c. temporal perspective
- d. task definition

129. Which of the following is NOT an individual characteristic influencing consumer behaviour?
- a. culture
  - b. attitudes
  - c. task definition
  - d. social class
130. Which of the following is NOT a consumption response?
- a. task definition
  - b. problem recognition
  - c. purchase
  - d. disposition
131. The situation interacts with the marketing activity and the individual to determine behaviour. Which of the following is a marketing activity?
- a. lifestyle
  - b. temporal perspective
  - c. package
  - d. purchase
132. ----- consumer research is also known as positivism
- a. Qualitative
  - b. Quantitative
  - c. Selective
  - d. None of these
133. ----- Consumer research is also known as 'interpretivism'.
- a. Qualitative
  - b. Quantitative
  - c. Selective
  - d. None of these
134. How does music influence consumer behaviour?
- a. subliminally
  - b. reduces consumers' perception of overcrowding
  - c. changes temporal perspective
  - d. influences mood
135. Some consumers are highly susceptible to interpersonal influence, which is a \_\_\_\_\_.
- a. norm
  - b. situation factor
  - c. product factor
  - d. personality trait
136. Which of the following is a negative emotion influenced by both the product (e.g., hearing aids, feminine hygiene products) and the situation?
- a. Embarrassment
  - b. shame
  - c. fear
  - d. anger

137. Which of the following is a reason consumer give gifts?
- Social expectations
  - ritualized consumption experiences
  - as an expression of love and caring
  - all of the above
138. ----- (consumer role) is the individual who determines that some need or want is not being fulfilled and authorises a purchase to rectify the situation.
- Initiator .
  - Gate keeper
  - Influencer
  - decider
139. Among various consumer roles ----- has the greatest expertise in acquiring and evaluating the information.
- Initiator
  - Gate keeper .
  - Influencer
  - Decider
140. ----- is a person who, by some intentional or unintentional word or action, influences the buying decision, actual purchase and/or the use of product or service.
- Initiator
  - Gate keeper
  - Influencer .
  - Decider
141. ----- is the person or persons who actually determine which product or service will be chosen.
- Initiator
  - Gate keeper
  - Influencer
  - Decider .
142. ----- is an individual who actually makes the purchase transaction.
- Initiator
  - Gate keeper
  - Influencer
  - Buyer .
143. ----- is a person most directly involved in the use or consumption of the
- Initiator
  - User
  - Influencer
  - Buyer
144. Marginal utility theory of buyer behaviour is developed by
- Alphred Marshall .
  - Festinger
  - B F Skinner
  - Kotler

145. Stimulus response theory of buyer behaviour developed by
- Purlon
  - Skinner
  - Thorndike
  - All of these .
146. Cognitive theory of buyer behaviour was developed by
- Alphred Marshall
  - Festinger .
  - B F Skinner
  - Kotler
147. Psycho- Analytical theory of consumer behaviour was developed by
- Alphred Marshall
  - Festinger
  - B F Skinner
  - Sigmund Freud .
148. Socio cultural theory of buyer behaviour is formulated by
- Veblen .
  - Festinger
  - B F Skinner
  - Kotler
149. Socio cultural theory of buyer behaviour is also known as
- Individual theory
  - Selective theory
  - Group theory .
  - None of these
150. The concept of market segmentation was introduced by
- Philip kotler
  - Veblen
  - Marshall
  - W R Smith .
151. ----- is the act of dividing a market into distinct groups of buyer who might require separate products.
- Market segmentation .
  - Target marketing
  - Product positioning
  - None of these
152. Which of the following is not a market segmentation strategy?
- Undifferentiated marketing
  - Customised marketing
  - Concentrated marketing
  - Retail marketing .
153. ----- Segmentation is based on product features, occasion, benefit of the products etc.
- Geographic
  - Demographic
  - Behavioural .
  - Psychographic

154. ----- is a social movement to increase the right and powers of consumer
- Consumer behaviour
  - Consumerism
  - Collusion
  - Segmentation
155. The extreme state of consumer satisfaction is called
- Consumer dissonance
  - Consumer delight
  - Consumer ecstasy
  - None of these
156. The process by which individuals select, use, or dispose of products to satisfy their needs and wants is known as:
- problem recognition
  - cognitive behaviour
  - consumer behaviour
  - post purchase evaluation
157. The person who uses a product is:
- not always the same person who selects or pays for it
  - always the same person who selects it
  - always the same person who pays for it
  - Always the buyer.
158. The process by which an individual selects, organises and interprets the information he or she receives from the environment is:
- Perception
  - interpretation
  - sensation
  - information processing
159. Which of the following best describes involvement?
- Consumers' disinterest in a product or service.
  - The relationship users develop with selected products and services
  - The degree of personal relevance of a product or service to a consumer
  - Motivation to contribute to the improvement of a brand
160. Lifestyles are NOT determined by:
- consumers' values
  - consumers' personal context
  - consumers' personal characteristics
  - consumers' needs and emotions
161. Learned predispositions to respond to an object or class of objects in a consistently favourable or unfavourable way is the definition of:
- intentions
  - behaviours
  - aptitudes
  - attitudes
162. Attitudes in general:
- are not very predictive behaviour
  - are often inconsistent with behaviour
  - are inherent instead of learned
  - are useful in predicting behaviour

163. A consumer feeling that the brand they have already purchased may not have been the right purchase is experiencing what?
- Cognitive consistency
  - Foot-in-the-door
  - The norm of reciprocity
  - Cognitive dissonance
164. the steps in the consumer decision making process flow as:
- problem recognition, information search, alternative evaluation, purchase, post purchase experience
  - problem recognition, information evaluation, alternative search, purchase, post purchase experience
  - problem recognition, information search, purchase, alternative evaluation, post purchase experience
  - problem recognition, alternative evaluation, information search, purchase, post purchase experience
165. Social class can be determined by:
- income
  - education
  - family background
  - all of the above
166. Which of the following is NOT part of group influence?
- Social class.
  - Family.
  - Personality.
  - None of these
167. Problem recognition is part of:
- The decision process.
  - The marketing mix.
  - Personal influence.
  - Sales promotion
168. Post-purchase evaluation means:
- Comparing the purchase outcome with previous expectations.
  - Feelings of disappointment following a purchase.
  - Researching consumers who have previously bought the product.
  - All of these
169. Routine problem-solving is:
- A problem which recurs frequently.
  - A regular session for considering problems.
  - A regularly-experienced purchase situation.
  - None of these
170. A purchase situation which occurs infrequently, and which requires some research, is called:
- Routine problem-solving.
  - Infrequent purchase situation.
  - Limited problem-solving.
  - None of these

171. Which of the following is NOT a component of personality?
- Behaviours.
  - Family.
  - Traits.
  - Attitude
172. Selective attention is a component of:
- Decision-making.
  - Personality.
  - Perception.
  - Attitude
173. Which of the following is NOT part of Maslow's Hierarchy of Needs?
- Safety needs.
  - Esteem needs.
  - Customer needs.
  - None of these
174. Obtaining satisfaction through fulfilling one's potential is called:
- Esteem.
  - Self-actualisation.
  - Perception.
  - Self concept
175. The component of attitude relating to beliefs and disbeliefs is called:
- Conative.
  - Affective.
  - Cognitive.
  - None of these
176. The component of attitude relating to emotion is called:
- Affective.
  - Cognitive.
  - Conative.
  - None of these
177. A set of shared values, attitudes, beliefs, artefacts and other symbols is called:
- Reference group.
  - Culture.
  - Group influence.
  - Norms
178. A group one wants to join is called:
- Aspirant group.
  - Membership group.
  - Reference group.
  - Effective group
179. Which of the following is NOT part of the family decision-making unit?
- Solitary survivor.
  - Initiator.
  - Purchaser.
  - None of these
180. A group which one does not want to join is called:

- a. A membership group.
  - b. An aspirational group.
  - c. A dissociative group.
  - d. Effective group
181. Disappointment because the purchase did not match up to expectations is called:
- a. Consumerism.
  - b. Cognitive dissonance.
  - c. Post-purchase evaluation.
  - d. Dissatisfaction
182. Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following except \_\_\_\_\_.
- a. physiological needs
  - b. safety needs
  - c. need recognition
  - d. self-actualization
183. \_\_\_\_\_ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.
- a. Personality
  - b. Perception
  - c. Selective group
  - d. Habitual behaviour
184. People can form different perceptions of the same stimulus because of three perceptual processes. All of the following name these processes except \_\_\_\_\_.
- a. selective attention
  - b. selective distortion
  - c. selective attitude
  - d. selective retention about brands.
185. People will forget much that they learn. They tend to retain information that supports their attitudes and beliefs. This is called \_\_\_\_\_.
- a. selective retention
  - b. selective distortion
  - c. selective attitude
  - d. selective attention
186. \_\_\_\_\_ advertising is when consumers are affected by marketing messages without even knowing it.
- a. Alternative evaluation
  - b. Subliminal
  - c. Complex
  - d. Motive
187. \_\_\_\_\_ describes changes in an individual's behaviour arising from experience.
- a. Lifestyle
  - b. Learning
  - c. Perception
  - d. Cognitive dissonance
188. Learning occurs through the interplay of all of the following except \_\_\_\_\_.

- a. drives  
b. stimuli  
c. cues  
d. dissonance behaviour .
189. \_\_\_\_\_ are subtle stimuli that determine where, when, and how a person responds to purchasing an item.  
a. Cues .  
b. Drives  
c. Messages  
d. Personalities
190. The practical significance of \_\_\_\_\_ for marketers is that they can build up demand for a product by associating it with strong drives, using motivating cues, and providing positive reinforcement.  
a. alternative evaluations  
b. social classes  
c. the learning theory .  
d. subcultures
191. A \_\_\_\_\_ is a descriptive thought that a person has about something.  
a. lifestyle  
b. motive  
c. Belief .  
d. habitual behaviour
192. \_\_\_\_\_ describes a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea.  
a. Lifestyle  
b. Motive  
c. Habitual behaviour  
d. Attitude .
193. A person's attitudes fit into a pattern, and to change one attitude may require difficult adjustments in many others. Thus, a company should \_\_\_\_\_ try to fit its products into existing attitudes rather than attempt to change attitudes.  
a. usually .  
b. not  
c. once in a while  
d. Seldom
194. All of the following are part of habitual buying behaviour except which one?  
a. Consumers search extensively for information through the usual belief–attitude–behaviour sequence.  
b. A repetition creates brand familiarity rather than brand conviction. .  
c. The buying process involves brand beliefs formed by passive learning.  
d. None of the above.
195. In one way or another, most large companies sell to \_\_\_\_\_.  
a. consumers  
b. other organizations .  
c. employees  
d. not-for-profit companies
196. What can we say about the size of the business market compared to consumer markets?



- a. It is approximately the same.
- b. It is smaller.
- c. It is huge. .
- d. There is no need to compare them.

197. The buyer decision process consists of five stages. Which of the following is not one of these stages?

- a. Need recognition.
- b. Information search.
- c. Variety-seeking buying behaviour. .
- d. Purchase decision

198. The buying process starts with \_\_\_\_\_the buyer recognizes a problem or need.

- a. need recognition .
- b. information search
- c. evaluation of alternatives
- d. purchase decision

199. The consumer can obtain information from any of several sources. Which is not one of these sources?

- a. Personal.
- b. Commercial.
- c. Attitude. .
- d. Public.

200. The most effective source that consumers obtain information from is \_\_\_\_\_ because it legitimizes or evaluates products for the buyer.

- a. commercial
- b. public
- c. experimental
- d. Personal .

201. The marketer needs to know about ----- that is, how the consumer processes information to arrive at brand choices.

- a. alternative evaluation .
- b. opinion leaders
- c. lifestyle
- d. habitual buying behaviour

202. Generally, the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. What is one of these factors?

- a. Post purchase behaviour.
- b. Attitude of others. .
- c. Cognitive dissonance.
- d. Habitual buying behaviour.

203. The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in \_\_\_\_\_.

- a. habitual buying behaviour
- b. alterative evaluation
- c. post purchase behaviour .
- d. variety-seeking buying behaviour

204. What determines whether the buyer is satisfied or dissatisfied with a purchase? The answer lies in the relationship between the consumer's expectations and the product's \_\_\_\_.
- perceived performance .
  - brand personality
  - recognition
  - consumer market
205. Almost all major purchases result in \_\_\_\_\_, or discomfort caused by post purchase conflict.
- opinion leaders
  - cognitive dissonance
  - purchase decisions
  - complex buying behaviour
206. \_\_\_\_\_ is a key to building lasting relationships with consumers.
- Personality
  - Alternative evaluations
  - Need recognition
  - Customer satisfaction .
207. Companies should set up systems that \_\_\_\_\_ customers to complain.
- discourage
  - encourage .
  - do not allow
  - any of the above
208. A new product is a good, service, or idea that is perceived by some potential customers as new. Our interest is in how consumers learn about products for the first time and make the decision to buy them. This is called the \_\_\_\_\_.
- new product recognition
  - adoption process .
  - variety-seeking buying behaviour
  - information search
209. Which is not one of the stages that customers go through in the process of adopting a new product?
- Awareness.
  - Interest.
  - Evaluation.
  - Culture. .
210. Relative advantage, compatibility, complexity, divisibility, and communicability are characteristics of \_\_\_\_\_.
- alternative evaluation
  - dissonance-reducing buying behaviour
  - influence of product on rate of adoption .
  - habitual buying behaviour
211. Family is one of the \_\_\_\_\_ factors that influence consumer behavior.
- cultural
  - social .
  - personal
  - psychological
212. Opinion leaders are sometimes referred to as \_\_\_\_\_.
- the influential .
  - the upper class
  - the middle class
  - buzz marketers
- =====

<b>CONSUMER BEHAVIOUR. ANSWER KEY</b>							
<b>Q.No</b>	<b>Ans</b>	<b>Q.No</b>	<b>Ans</b>	<b>Q.No</b>	<b>Ans</b>	<b>Q.No</b>	<b>Ans</b>
1	c	54	b	107	c	160	a
2	b	55	b	108	a	161	d
3	a	56	b	109	a	162	d
4	d	57	c	110	b	163	d
5	a	58	c	111	a	164	a
6	a	59	a	112	c	165	d
7	b	60	d	113	a	166	c
8	c	61	c	114	b	167	a
9	a	62	d	115	c	168	a
10	d	63	b	116	b	169	c
11	d	64	d	117	c	170	c
12	c	65	c	118	c	171	b
13	c	66	a	119	b	172	c
14	c	67	b	120	d	173	c
15	d	68	c	121	a	174	b
16	d	69	c	122	a	175	a
17	d	70	d	123	a	176	a
18	b	71	a	124	c	177	b
19	c	72	a	125	d	178	a
20	b	73	c	126	d	179	a
21	c	74	d	127	c	180	c
22	b	75	d	128	c	181	b
23	a	76	b	129	c	182	c
24	c	77	b	130	a	183	b
25	d	78	b	131	c	184	c
26	b	79	c	132	b	185	a
27	c	80	d	133	a	186	b
28	b	81	a	134	d	187	b
29	a	82	d	135	d	188	d
30	c	83	d	136	a	189	a
31	c	84	b	137	d	190	c
32	b	85	b	138	a	191	c
33	b	86	c	139	b	192	d
34	c	87	d	140	c	193	a
35	d	88	c	141	d	194	b
36	c	89	d	142	d	195	b

37	a	90	d	143	b	196	c
38	b	91	a	144	a	197	c
39	c	92	b	145	d	198	a
40	d	93	a	146	b	199	c
41	d	94	a	147	d	200	d
42	b	95	c	148	a	201	a
43	b	96	a	149	c	202	b
44	a	97	b	150	d	203	c
45	c	98	c	151	a	204	a
46	c	99	d	152	d	205	b
47	d	100	a	153	c	206	d
48	a	101	b	154	b	207	b
49	c	102	c	155	b	208	b
50	a	103	d	156	c	209	d
51	d	104	b	157	b	210	c
52	a	105	a	158	a	211	b
53	c	106	c	159	b	212	a

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