

18 UBM 620-CONSUMER BEHAVIOUR

Multiple Choice Questions:

UNIT-I

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 **Answer: A**
2. ----- is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.
a. Consumer behavior b. Consumer interest c. Consumer attitude d. Consumer perception
Answer: B
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 behavior b. Consumer interest c. Consumer attitude d. Consumer perception
Answer: A
4. ----- refers to how an individual perceives a particular message
a. Consumer behavior b. Consumer interest c. Consumer attitude d. Consumer interpretation.
Answer: D
5. “----- is the action and decisions process or people who purchase goods and services for personal consumption.”
a. Consumer behavior b. Consumer interest c. Consumer attitude d. Consumer interpretation.
Answer: A
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.

Answer: A

7. _____ is one of the most basic influences on an individual's needs, wants, and behaviour.

- a. Brand b. Culture c. Product d. Price

Answer: B

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

Answer: C

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.

Answer: A

10. _____ develop on the basis of wealth, skills and power.

- a. Economical classes b. Purchasing communities c. Competitors d. Social classes.

Answer: D

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.

Answer: D

UNIT-II

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

Answer: C

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.

Answer: C

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.

Answer: C

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. **Answer: D**

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

Answer: D

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

Answer: D

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.

Answer: B

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. **Answer: C**

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 **Answer: B**

21. _____ is the single factor that best indicates social class.

- a. Time
- b. Money
- c. Occupation
- d. Fashion **Answer: C**

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 **Answer: B**

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 **Answer: A**

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.

Answer: C

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?

Answer: .D

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.

Answer: B

27. According to the stimulus-response model of buyer behavior , the place where consumers process marketing stimuli prior to making purchase decision is called _____

- a. Consumer's value chain.
- b. Consumer's cognitive schema.
- c. Consumer's black box. .
- d. Consumer's thoughts-emotions network.

Answer: C

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.

Answer: B

29. _____ is the most basic cause of a person's wants and behaviors.

- a. Culture.
- b. Social class
- c. Personality
- d. Lifestyle

Answer: A

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

Answer: C

31. The cultural shift toward _____ has resulted in more demand for casual clothing and simpler home furnishings.

- a. liberal political causes
- b. conservative political causes
- c. informality.
- d. downsizing

Answer: C

32. A _____ is a group of people with shared value systems based on common life experiences and situations.

- a. culture
- b. subculture .
- c. lifestyle composite
- d. social class

Answer: B

33. The greatest barrier to effectively marketing to the Asian American market is thought to be _____

- a. Reluctance to grant credit to this group. .
- b. Language and cultural traditions. .
- c. The urban nature of their neighborhoods.
- d. Lack of a mass media that reaches this group.

Answer: B

34. Relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviors are called _____

- a. Cultures. b. Subcultures. c. Social classes. . d. Social factors.

Answer: C

35. As a form of a reference group, the _____ are ones to which the individual wishes to belong.

- a. secondary groups b. facilitative groups c. primary groups d. aspiration groups . **Answer: D**

36. The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.

- a. facilitator b. referent actor c. opinion leader . d. social role player

Answer: C

37. Even though buying roles in the family change constantly, the _____ has traditionally been the main purchasing agent for the family.

- a. Wife . b. husband c. teenage children d. grandparent

Answer: A

38. A major reason for the changing traditional purchasing roles for families is that:

a. The economic conditions are forcing more teens to work.

b. More women than ever hold jobs outside the home. .

c. Children are spending more time on the Web.

d. Men and women now shop together or “shop until you drop” for entertainment **Answer: B**

39. A(n) _____ consists of the activities people are expected to perform according to the persons around them.

- a. behavior b. attitude c. role . d. status

Answer: C

40. The stages through which families might pass as they mature over time is a description of what is called the

- a. Adoption process. b. Lifestyle cycle. c. Values and Lifestyle. d. Family life cycle. **Answer: D** .

41. A _____ is a person’s pattern of living as expressed in his or her activities, interests, and opinions.

a. role b. status c. position d. lifestyle .

Answer: D

UNIT-III

42. _____ is(are) a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.

a. Psychographics b. Personality . c. Demographics d. Lifestyle

Answer: B

43. The basic premise of the _____ is that people's possessions contribute to and reflect their identities; that is, "we are what we have."

a. lifestyle concept b. self-concept . c. personality concept d. cognitive concept **Answer: B**

44. A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.

a. Motive. b. want c. demand d. requirement

Answer: A

45. A good synonym for motive is a(n) _____.

a. omen b. need c. drive . d. cue.

Answer: C

46. The theory of motivation that views people as responding to urges that are repressed but never fully under control was developed by _____

a. Marshall. b. Kant. c. Freud. . d. Maslow.

Answer: C

47. According to Maslow's Hierarchy of Needs, the lowest order of needs are called:

a. Self-actualization needs. b. Social needs. c. Safety needs. d. Physiological needs. **Answer: D.**

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. **Answer: A**

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

Answer: C

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.

Answer: A

51. _____ describes changes in an individual's behavior arising from _____ experience.

a. Modeling b. Motivation c. Perception d. Learning .

Answer: D

52. A _____ is a strong internal stimulus that calls for action.

a. Drive . b. cue c. response d. perception

Answer: A

53. If a consumer describes a car as being the "most economical car on the market," then this descriptor is an _____

a. Rule. b. Attitude. c. Belief. . d. Cue.

Answer: C

54. If a consumer tells friends "I like my car more than any other car on the road," then the consumer has expressed an _____

a. Rule. b. Attitude. . c. Belief. d. Cue.

Answer: B

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.

Answer: B

56. Which of the following is NOT one of the five stages of the buyer decision process?

a. need recognition b. brand identification . c. information search d. purchase decision **Answer :B**

57. According to the buyer decision process suggested in the text, the first stage is _____ characterized as being one of _____

a. Awareness. b. Information search. c. Need recognition. . d. Demand formulation. **Answer: C**

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.

a. awareness b. external stimuli c. internal stimuli . d. experiential motivation. **Answer: C**

59. The stage in the buyer decision process in which the consumer is aroused to search for

more information is called _____

- a. Information search. b. Evaluation of alternatives c. Search for needs d. Perceptual search.

Answer: A

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) _____

- a. Personal source. b. Commercial source. c. Informative source. d. Experiential source. **Answer: D.**

61. How the consumer processes information to arrive at brand choices occurs during which stage of the buyer decision process?

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

Answer: C

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:

- a. The cost and availability of the product.
b. The attitude of others and the cost of the product.
c. The availability of the product and unexpected situational factors.
d. The attitude of others and unexpected situational factors. .

Answer: D

63. With respect to post purchase behavior, the larger the gap between expectations and performance:

- a. The greater likelihood of re-purchase. b. The greater the customer's dissatisfaction. .
c. The less likely the consumer will be influenced by advertising
d. The less likely the consumer will need sales confirmation and support.

Answer: B

64. Cognitive dissonance occurs in which stage of the buyer decision process model?

- a. need recognition b. information search c. Evaluation of alternatives d. post purchase conflict .

Answer: D

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.

- a. 7 b. 9 c. 11 . d. 30

Answer: C

UNIT-IV

66. The _____ is the mental process through which an individual passes from first hearing about an innovation to final adoption.

- a. adoption process . b. consumption process c. innovation process d. new product development process

Answer: A

67. All of the following are part of the adoption process that consumers may go through when considering an innovation EXCEPT:

- a. Awareness. b. Process. . c. Interest. d. Trial.

Answer: B

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.

- a. seekers b. innovators c. early adopters . d. early majority

Answer: C

69. With respect to adopter categories, the _____ are skeptical and they adopt an innovation only after a majority of people have tried it.

- a. early adopters b. early majority c. late majority . d. laggards

Answer: C

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.

- a. Relative advantage b. Synchronization c. Compatibility d. Divisibility .

Answer: D

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 _____

- a. Business market. . b. International market. c. Consumer market. d. Private sector market.

Answer: A

72. All of the following are among the primary differences between a business market and a consumer market except _____
- a. Purchase decisions to satisfy needs. . b. Market structure and demand. c. The nature of the buying unit. d. The types of decisions and the decision process involved. **Answer: A**
73. The business marketer normally deals with _____ than the consumer marketer does.
- a. far greater but smaller buyers b. far greater and larger buyers c. far fewer but far larger buyers
d. far fewer and smaller buyers **Answer: C**
74. When demand comes (as it does in the business market) from the demand for consumer goods, this form of demand is called _____
- a. Kinked demand. b. Inelastic demand. c. Cyclical demand. d. Derived demand. . **Answer: D**
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 _____
- a. Kinked demand. b. Inelastic demand. c. Cyclical demand. d. Derived demand. . **Answer: D**
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?
- a. market structure and demand b. the nature of the buying unit . c. types of decisions made
d. type of decision process itself **Answer: B**
77. The place in the business buying behavior model where interpersonal and individual Influences might interact is called the _____
- a. Environment. b. Response. c. Stimuli. d. Buying center. **Answer: B**
78. In a _____, the buyer reorders something without any modifications.
- a. habitual re buying b. straight re buying c. modified re buying d. new task buying **Answer: B**
79. In a _____, the buyer wants to change something about product

specifications, prices, terms, or suppliers.

a. habitual re buy b. straight re buy c. modified re buy . d. new task buy **Answer: C**

80. When a firm buys a product or service for the first time, it is facing a _____

a. Habitual re buy situation. b. Straight re buy situation. c. Modified re buy situation.

d. New task situation. .

Answer: D

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 re buy . b. new task buying c. straight re buy d. indirect re buy **Answer: A**

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 **Answer: A**

UNIT-V

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

Answer: D

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.

Answer: B

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.

Answer: B

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.

Answer: C

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.

- a. Cost analysis b. Order analysis c. Product analysis d. Value analysis . **Answer: D**

88. Factors such as supplier reputation for repair and servicing capabilities are important criteria for evaluation at which stage in the business buying process?

- a. problem recognition b. supplier search c. supplier selection . d. order-routine specification.

Answer: C

89. Blanket contracts are typically part of which of the following stages in the business buying process?

- a. general need description b. product specification c. supplier selection d. order-routine specification . **Answer: D**

90. The _____ may lead the buyer to continue, modify, or drop the arrangement that has been entered into by the buyer and seller.

- a. performance review . b. order-routine specification c. supplier selection d. general need description **Answer: D**

91. For the marketing manager, social class offers some insights into consumer behavior and is potentially useful as a _____.

- a. Market research information b. Market segmentation variable . c. Source of understanding competition's strategy d. Source to predict future trends **Answer: A**

92. _____ is the definition of reference groups.

- a. Groups that an individual looks to when forming attitudes and opinions .
b. Groups of people who have been referred to by someone they know
c. Groups of office colleagues

d. Chat groups on the internet

Answer: B

93. _____ are factors that have been shown to affect consumer behavior.

a. Brand name, quality, newness, and complexity .

b. Advertising, marketing, product, and price

c. Outlets, strategies, concept, and brand name

d. Quality, advertising, product positioning,

Answer: A

94. The reason that higher prices may not affect consumer buying is _____.

a. Most consumers prefer brand names which have higher prices

b. 70% of the total population looks for quality services and is willing to pay higher prices

c. Consumers believe that higher prices indicate higher quality or prestige .

d. Most consumers feel that the price is actually affordable

Answer: A

95. _____ are the groups that individuals look to when forming attitudes and opinions.

a. Reference groups . b. Teenage groups c. Religious groups d. Adult groups **Answer: C**

96. For which of the following products would the reference group influence be the strongest?

a. A best-seller novel b. A pickup truck . c. A loaf of bread d. A pair of jeans **Answer: A**

97. Primary reference groups include _____.

a. College students b. Office colleagues c. Family and close friends .d. Sports groups **Answer: B**

98. Secondary reference groups include _____.

a. Family and close friends b. Sports groups c. Ethnic and religious groups d. Fraternal organizations and professional associations . **Answer: C**

99. Marketing strategies are often designed to influence _____ and lead to profitable exchanges.

a. Consumer decision making . b. Sales strategies c. Advertising strategies

d. Export strategies

Answer: D

100. _____ refers to the information a consumer has stored in their memory about a

product or service.

a. Cognitive dissonance b. Product knowledge . c. Product research d. Marketing research.

Answer: A

UNIT-I

1. Define consumer Behaviour.
2. Define Market segmentation.
3. Define Information search.
4. Define co- shopping.
5. Define Influencers.
6. Define Disposers.
7. Define diversity of consumer behavior.
8. What is meant by organizational buying behavior?
9. Write any two environmental influence on consumer behavior.
10. Write any two applications of consumer research.

UNIT-II

11. Define Pre- purchase search.
12. Define Learning.
13. Define Attitudes.
14. Define Personality.
15. Define Brand purchase.
16. Explain individual determinants of consumer behavior.
17. Write any two economic characters in consumer behavior.
18. Explain life cycle marketing.
19. Write ant two psychological factors in consumer behavior.
20. Explain learning and attitude of consumers.

UNIT-III

21. Define Pricing.
22. Define post purchase behavior.
23. Define Need recognition.
24. Define Low involvement.
25. Define Work groups.
26. Define diffusion of information in Consumer behavior.
27. Explain diffusion process.
28. Give any two product characteristics influencing consumer behavior.
29. What are the channels of Communication?
30. What are the limitations in channel of communication?

UNIT-IV

31. Define shopping Groups.
32. Define Friendship groups.
33. Define social class.
34. Define Advertising.
35. Explain consumer buying decision process.
36. What are the problems in need recognition?
37. Define evaluation in consumer buying decision.
38. Explain purchasing decisions.
39. Explain post purchase behavior.
40. write any two advantage of consumer buying decision.

UNIT-V

41. Define Channel mix.
42. Define Evaluation.
43. Define Formal groups.
44. Define Informal groups.
45. Define consumer.
46. Define society.
47. Write any two social responsibility of marketing.
48. Define consumerism.
49. Explain consumer education.
50. what is meant by channel mix

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18 UBM 620-CONSUMER BEHAVIOUR

K3 QUESTIONS

UNIT-I

1. Explain the Applications of consumer research. (K3)
2. Explain market segmentation procedure. (K3)
3. Explain Demographic segmentation. (K3)
4. Explain psychographic segmentation. (K3)
5. Explain Behaviour segmentation. (K3)

UNIT-II

6. Write down the characteristics of sub cultures. (K3)
7. Write down the factors that affect the influence of reference group. (K3)
8. write down the applications of reference- group . (K3)
9. Explain types of reference group appeals. (K3)
10. Explain the roles of family members in decision making process. (K3)
11. write short note on Traditional family life cycle. (K3)
12. List down the roles of parents in consumer behavior. (K3)

UNIT-III

13. Write down the Individual determinants of consumer behavior. (K3)
14. Explain the nature and characteristics of personality. (K3)
15. write down the theories of personality. (K3)
16. Explain the characteristics of learning. (K3)
17. Write down the elements of consumer learning. (K3)

18. Explain the characteristics of Attitudes. (K3)

19. Write down the functions of Attitudes. (K3)

UNIT-IV

20. Explain product characteristics Influencing consumer behavior. (K3)

21. Write down the profile of consumer Innovaion. (K3)

22. List down the types of problem Recognition. (K3)

23. Write down the situations leading to problem Recognition. (K3)

24. Analyze evaluation of alternatives. (K3)

25. Explain the factors Influencing consumer store choice decisions. (K3)

26. Explain post purchase behavior. (K3)

UNIT-V

27. Explain social responsibilities of marketing. (K3)

28. Write down the roles of advertising in consumer behavior. (K3)

29. Explain the roles of middlemen in advertising. (K3)

30. Explain the roles and importance of pricing. (K3)

31. Explain the factors Influencing pricing decision.V

32. write short note on channel mix. (K3)

18 UBM 620-CONSUMER BEHAVIOUR

K4 QUESTIONS

UNIT-I

1. Explain the levels of market segmentation
2. Explain the patterns of market segmentation.
3. List down the benefits of market segmentation.
4. write short note on Effective segmentation.
5. Explain environmental influence on consumer behavior.

UNIT-II

6. write short note on characteristics of culture.
7. List down the factors affecting culture.
8. Explain the types of sub-culture.
9. Explain the characteristic features of social class.
10. Explain learning and attitudes of consumers.

UNIT-III

11. Explain the types of reference groups relevant to consumer behavior.
12. Explain the components of perception
13. Explain the elements of perception.
14. Explain the factors influencing perception.
15. Elaborate innovation decision process.

UNIT-IV

16. Explain Diffusion of Innovation in consumer behavior.
17. Explain Diffusion process.

18. Write down the types of consumer decision making.
19. Elaborate consumer buying decision process.
20. Explain post purchase behavior.

UNIT-V

21. List down the types of Information search process.
22. Write short note on pricing objectives.
23. Differentiate consumer and society.
24. Elaborate advertising and sales promotion strategies.
25. Explain Pricing strategies.