

MCQ Consumer Behaviour

SYBMS

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