

# TYBMM(Adv.) Sem-5 Sub: Consumer Behaviour Regular/ATKT Exam Nov.-Dec. 2020

Instruction:

Attempt any 40 questions out of 50

1.5 mark each question

Total 60 marks

Time: 1 hour

\* Required

1. Email \*

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2. Student ID Number \*

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3. Students Exam Seat Number \*

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4. Students Full Name (Surname First) \*

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5. 1. Any individual who purchases goods and services from the market for his/her end-use is called a.....

*Mark only one oval.*

- ☐ Customer
- ☐ Purchaser
- ☐ Consumer
- ☐ Marketer

6. 2. ----- is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.

*Mark only one oval.*

- ☐ Consumer behavior
- ☐ Consumer interest
- ☐ Consumer attitude
- ☐ Consumer perception

7. 3. ----- is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.

*Mark only one oval.*

- ☐ Consumer behavior
- ☐ Consumer interest
- ☐ Consumer attitude
- ☐ Consumer perception

8. 4. \_\_\_\_\_ is one of the most basic influences on an individual's needs, wants, and behaviour.

*Mark only one oval.*

- ☐ Brand
- ☐ Culture
- ☐ Product
- ☐ Price

9. 5. \_\_\_\_\_ develop on the basis of wealth, skills and power.

*Mark only one oval.*

- ☐ Economical classes
- ☐ Purchasing communities
- ☐ Competitors
- ☐ Social classes.

10. 6. Symbols is an example of \_\_\_\_\_

*Mark only one oval.*

- ☐ Non – Verbal Communication
- ☐ Verbal communication
- ☐ Written communication
- ☐ Listening communication

11. 7. Endorsement is an appeal of \_\_\_\_\_

*Mark only one oval.*

- ☐ Expert
- ☐ Employee spokesperson
- ☐ Celebrities
- ☐ Public relation

12. 8. .... suggest to the consumer that he or she can avoid some negative experience through the purchase and use of a product or through a change in behavior.

*Mark only one oval.*

- ☐ Responsibility appeal
- ☐ Fear appeals
- ☐ Sex appeals
- ☐ Family appeals

13. 9. Most advertising messages are made up of two types of elements. They are

*Mark only one oval.*

- ☐ Functional and persuasive
- ☐ Expository and persuasive
- ☐ Informational and persuasive
- ☐ Informational and creative

14. 10. ----- refers to how an individual perceives a particular message

*Mark only one oval.*

- ☐ Consumer behavior
- ☐ Consumer interest
- ☐ Consumer attitude
- ☐ Consumer interpretation

15. 11. ----- is one of the primary ways to perform psychographic segmentation.

*Mark only one oval.*

- ☐ Maslow's theory
- ☐ ELM
- ☐ Values attitude and lifestyle
- ☐ Concept

16. 12. \_\_\_\_\_ are factors that have been shown to affect consumer behavior.

*Mark only one oval.*

- ☐ Brand name, quality, newness, and complexity.
- ☐ Advertising, marketing, product, and price
- ☐ Outlets, strategies, concept, and brand name
- ☐ Quality, advertising, product positioning

17. 13. At what price consumers are mostly interested to purchase products.

*Mark only one oval.*

- ☐ Low Price
- ☐ Discount Offer
- ☐ Vouchers
- ☐ High Price

18. 14. Which factor influence consumer purchasing that includes family, peers, roles and status

*Mark only one oval.*

- ☐ Culture
- ☐ Status
- ☐ Economy
- ☐ Social

19. 15. Which is the one factor that decide spending behaviour of an individual.

*Mark only one oval.*

- ☐ Technology
- ☐ Culture
- ☐ Economy
- ☐ Marketing

20. 16. \_\_\_\_\_ is the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture.

*Mark only one oval.*

- ☐ Perception
- ☐ Learning
- ☐ Sensation
- ☐ Neuro

21. 17. People are also stimulated below their level of conscious awareness which is known as \_\_\_\_\_.

*Mark only one oval.*

- ☐ Predispositions
- ☐ Learning
- ☐ Subliminal perception
- ☐ Motives

22. 18. \_\_\_\_\_ ranges in duration on a continuum from extremely short to very long term.

*Mark only one oval.*

- ☐ Memory
- ☐ Organization
- ☐ Unique
- ☐ Previous experiences

23. 19. \_\_\_\_\_ impressions tend to be lasting.

*Mark only one oval.*

- ☐ Last
- ☐ Individual
- ☐ First
- ☐ situation

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24. 20. \_\_\_\_\_ is where you are more likely to notice stimuli which relates to our immediate needs.

*Mark only one oval.*

- ☐ Stereotype
- ☐ Impressions
- ☐ Selective attention
- ☐ Motives

25. 21. How any relatively permanent change in behavior does occurs?

*Mark only one oval.*

- ☐ Practice or experience
- ☐ Reality
- ☐ Without practicing
- ☐ Rise in analytics

26. 22. What is learning?

*Mark only one oval.*

- ☐ Changes in behavior
- ☐ Ego defensive
- ☐ Congruity
- ☐ Negative motives

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27. 23. The environmental event's affecting the probability of occurrence of responses with which they are associated is known as?

*Mark only one oval.*

- ☐ Response
- ☐ Cue
- ☐ Reinforcement
- ☐ Motivation

28. 24. The Classical Conditioning Theory was proposed by whom?

*Mark only one oval.*

- ☐ Albert Bandura
- ☐ Ivan Pavlov
- ☐ B. F. Skinner
- ☐ Edward Tolman

29. 25. The \_\_\_\_\_ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.

*Mark only one oval.*

- ☐ facilitator
- ☐ referent actor
- ☐ opinion leader
- ☐ social role player

30. 26. Even though buying roles in the family change constantly, the \_\_\_\_\_ has traditionally been the main purchasing agent for the family.

*Mark only one oval.*

- ☐ Wife  
☐ husband  
☐ teenage children  
☐ grandparent

31. 27. A \_\_\_\_\_ is a person's pattern of living as expressed in his or her activities, interests, and opinions.

*Mark only one oval.*

- ☐ role  
☐ status  
☐ position  
☐ lifestyle .

32. 28. Who described instrumental theory?

*Mark only one oval.*

- ☐ Albert Bandura  
☐ Ivan Pavlov  
☐ B. F. Skinner  
☐ Edward Tolman

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33. 29. 'Giving a treat to a child after he or she has completed the homework' is example of which instrumental conditioning

*Mark only one oval.*

- ☐ Positive reinforcement
- ☐ Negative reinforcement
- ☐ Positive punishment
- ☐ Negative punishment

34. 30. Prestige is related to and satisfied by \_\_\_\_\_

*Mark only one oval.*

- ☐ Products
- ☐ Status
- ☐ Behavior
- ☐ Appeal

35. 31. A \_\_\_\_\_ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.

*Mark only one oval.*

- ☐ Motive
- ☐ want
- ☐ demand
- ☐ requirement

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36. 32. The theory of motivation that views people as responding to urges that are repressed but never fully under control was developed by \_\_\_\_\_

*Mark only one oval.*

- ☐ Marshall
- ☐ Kant
- ☐ Freud
- ☐ Maslow.

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

*Mark only one oval.*

- ☐ Self-actualization needs
- ☐ Social needs
- ☐ Safety needs
- ☐ Physiological needs.

38. 34. According to Maslow's Hierarchy of Needs, the highest order of needs are called:

*Mark only one oval.*

- ☐ Self-actualization needs
- ☐ Social needs
- ☐ Safety needs
- ☐ Physiological needs.

39. 35. \_\_\_\_\_ describes changes in an individual's behavior arising from experience.

*Mark only one oval.*

- ☐ Modeling
- ☐ Motivation
- ☐ Perception
- ☐ Learning

40. 36. If a consumer tells friends "I like my car more than any other car on the road," then the consumer has expressed an \_\_\_\_\_

*Mark only one oval.*

- ☐ Rule
- ☐ Attitude
- ☐ Belief
- ☐ Cue.

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

*Mark only one oval.*

- ☐ need recognition
- ☐ brand identification
- ☐ information search
- ☐ purchase decision

42. 38. According to the buyer decision process suggested in the text, the first stage is characterized as being one of \_\_\_\_\_

*Mark only one oval.*

- ☐ Awareness
- ☐ Information search
- ☐ Need recognition
- ☐ Demand formulation.

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

*Mark only one oval.*

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

44. 40. Culture is \_\_\_\_\_

*Mark only one oval.*

- ☐ Invented
- ☐ Undesirable
- ☐ Uniform
- ☐ Not adaptive

45. 41. \_\_\_\_\_ groups are typically informal and unstructured, lacking specific authority.

*Mark only one oval.*

- ☐ Work
- ☐ Shopping
- ☐ Secondary
- ☐ Friendship

46. 42. Marketers frequently target parents looking for assistance in the task of socialization of \_\_\_\_\_

*Mark only one oval.*

- ☐ Children
- ☐ Neighbours
- ☐ Their parents
- ☐ Friends

47. 43. 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 \_\_\_\_\_

*Mark only one oval.*

- ☐ Business market.
- ☐ International market.
- ☐ Consumer market.
- ☐ Private sector market

48. 44. A decision is selection of an \_\_\_\_\_ from an alternative choice.

*Mark only one oval.*

- ☐ Commodity  
☐ Service  
☐ Option  
☐ Product

49. 45. When consumers have no established criteria for evaluating a product category or specific brands in that category it is considered as \_\_\_\_\_.

*Mark only one oval.*

- ☐ Routinized Problem Solving  
☐ Extensive Problem Solving  
☐ Limited Problem Solving  
☐ Marginalized Problem Solving

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

*Mark only one oval.*

- ☐ problem recognition  
☐ supplier search  
☐ supplier selection  
☐ order-routine specification.



51. 47. Primary reference groups include \_\_\_\_\_.

*Mark only one oval.*

- ☐ College students
- ☐ Office colleagues
- ☐ Family and close friends
- ☐ Sports groups

52. 48. Consumers make three types of purchases \_\_\_\_\_.

*Mark only one oval.*

- ☐ Trial purchases, Repeat purchases, Long-term commitment purchases
- ☐ Trial purchases, Repeat purchases, Practical Purchase
- ☐ Trial purchases, Repeat purchases, Emotional Purchase
- ☐ Long-term commitment purchases, Practical Purchase, Emotional Purchase

53. 49. The reason that higher prices may not affect consumer buying is \_\_\_\_\_.

*Mark only one oval.*

- ☐ 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

54. 50. \_\_\_\_\_ is the stage of business buying where an organization decides on and specifies the best technical product characteristics for a needed item.

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- ☐ Problem recognition
- ☐ General need description
- ☐ Product specification
- ☐ Proposal solicitation.

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