

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 *

2. Student ID Number *

3. Students Exam Seat Number *

4. Students Full Name (Surname First) *

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

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

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

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

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.

Mark only one oval.

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

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