

Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - –Consumer Behavior

Course Code - MM401

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Answer all the questions. Each question carry one mark.

9. 1. Needs that we learn are called as

Mark only one oval.

- Acquired Needs
- Physiological needs
- Biogenic needs
- Primary needs

10. 2. Popular figures who can influence consumer decisions are called

Mark only one oval.

- Opinion leaders
- Reference groups
- Influences
- None of these

11. 3. Need arousal comes under braces because it is in

Mark only one oval.

- Subconscious mind
- Conscious mind
- Not a part of CDMP
- None of these

12. 4. Primary and Secondary Group comes under

Mark only one oval.

- Associative Group
- Dissociative Group
- Aspirational Group
- None of these

13. 5. _____ describes changes in an individual's behaviour arising from experience.

Mark only one oval.

- Perception
- Motivation
- Personality
- Learning

14. 6. The overall evaluation of an object that is based on the evaluation of just one or a few dimensions is known as

Mark only one oval.

- Classical Conditioning
- Halo Effect
- Instrumental conditioning
- First Impressions

15. 7. How many types of needs are listed in Maslow's Hierarchy of Needs theory?

Mark only one oval.

- 6
- 4
- 3
- 5

16. 8. Problem recognition is part of:

Mark only one oval.

- The decision process
- Personal influence
- The marketing mix
- None of these

17. 9. Social classes differ in media preferences, with upper-class consumers often preferring_____ and lower-class consumers often preferring television.

Mark only one oval.

- Movies
- Radio
- Video or computer games
- Magazines and books

18. 10. When preparing Thanksgiving dinner last year, Marissa worried that her parents would hate the fact that she served bought pumpkin pies rather than making her own. In terms of social influences on her behavior, Marissa was most concerned with_____.

Mark only one oval.

- A primary reference group
- A subculture influence
- A secondary reference group
- Cultural values

19. 11. The relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interests, and behavior constitute _____.

Mark only one oval.

- A culture
- A subculture
- A social class
- A family

20. 12. _____ refers to a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli.

Mark only one oval.

- Lower bound
- One that is sandwiched between the two bounds
- Upper bound
- None of these

21. 13. The energizing force that activates behavior and provides purpose and direction to that behavior is known as _____.

Mark only one oval.

- Motivation
- Personality
- Emotion
- Perception

22. 14. Which need in Maslow's hierarchy reflects a desire for love, friendship, affiliation, and group acceptance?

Mark only one oval.

- Safety
- Self-actualization
- Physiological
- Belongingness

23. 15. The family into which one is born is called the:

Mark only one oval.

- Extended family
- Nuclear family
- Family of orientation
- None of these

24. 16. What does the term FLC mean?

Mark only one oval.

- Family Life Cycle
- Family Lifestyle Consumption
- Forever Lifetime Customers
- None of these

25. 17. Consumer purchases are influenced strongly by cultural, social, personal, and:

Mark only one oval.

- Psychographic characteristics
- Psychological characteristics
- Psychometric characteristics
- Supply and demand characteristics

26. 18. Understanding of consumer needs and then develops a marketing mix to satisfy these needs.

Mark only one oval.

- The marketing concept
- The strategic plan
- The product influences
- The price influences

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

Mark only one oval.

- secondary groups
- facilitative groups
- primary groups
- aspiration groups

28. 20. _____ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

Mark only one oval.

- Readiness
- Selectivity
- Perception
- Motivation

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

Mark only one oval.

- Need recognition
- Information search
- Evaluation of alternatives
- Post purchase conflict

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

Mark only one oval.

- Adoption process
- Consumption process
- Innovation process
- New product development process

31. 23. The extreme state of consumer satisfaction is called

Mark only one oval.

- Consumer dissonance
- Consumer delight
- Consumer ecstasy
- Option 4

32. 24. ____ is a key to building lasting relationships with consumers.

Mark only one oval.

- Personality
- Alternative evaluations
- Need recognition
- Customer satisfaction

33. 25. _____ is a person most directly involved in the use or consumption of the

Mark only one oval.

- Initiator
- User
- Influencer
- Buyer

34. 26. Understanding consumer buying behavior is not easy. The answers are often locked deep within the consumer's head. The central question for marketers is

Mark only one oval.

- How much money is the consumer willing to spend?
- How much does the consumer need the product being offered for sale?
- How much does a discount or a coupon affect the purchase rate?
- How do consumers respond to various marketing efforts the company might use?

35. 27. 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

Mark only one oval.

- Kinked demand
- Inelastic demand
- Cyclical demand
- Derived demand

36. 28. The business marketer normally deals with _____ than the consumer marketer does.

Mark only one oval.

- Far greater but smaller buyers
- Far greater and larger buyers
- Far fewer but far larger buyers
- Far fewer and smaller buyers

37. 29. _____ consists of tracking and targeting users across their computers, mobile phones, and tablets

Mark only one oval.

- Cross-screen marketing
- Marketing integration
- Marketing communication
- Marketing research

38. 30. Complex buying behavior is applicable when the product is

Mark only one oval.

- Cheap
- Moderately priced
- Expensive
- None of these

39. 31. Which of the following is NOT part of group influence?

Mark only one oval.

- Social Class
- Culture
- Reference Group
- Personality

40. 32. The marketing mix includes all EXCEPT which of the following?

Mark only one oval.

- Product
- Price
- Place
- Purchase

41. 33. Which of the following factors reflects the degree of personal relevance that the product holds for the consumers?

Mark only one oval.

- Price involvement
- Product involvement
- Product awareness
- Product placement

42. 34. Customers' perception of the performance of the product or service in relation to their expectation can be referred as _____.

Mark only one oval.

- Customer value
- Customer Satisfaction
- Brand loyalty
- Customer imagery

43. 35. The process by which a company creates a distinct image and identify for its products, services, or brands in consumers' minds is known as

Mark only one oval.

- Targeting
- Positioning
- Segmentation
- Perceptual mapping

44. 36. Which of the following is not a criteria for good segmentation of markets

Mark only one oval.

- The segment size should be Measurable
- The chosen segment of the market should be Accessible should be Accessible
- The segment features could be transient
- The segment should be of attractive size

45. 37. In Maslow's hierarchy of needs, food, water, sleep, and to an extent, sex, are considered ____ motives

Mark only one oval.

- Safety
- Self-actualization
- Physiological
- Belongingness

46. 38. Parents who encourage a balance between own and children's rights and encourage children's self expression are called

Mark only one oval.

- Authoritarian
- Neglecting
- Democratic
- Permissive

47. 39. Which of the following refers to a person's consistent behaviour or responses to recurring situations?

Mark only one oval.

- Perception
- Personality
- Attitude
- Motivation

48. 40. Introvert is a type of

Mark only one oval.

- Attitude
- Personality
- Behaviour
- Perception

49. 41. You regularly purchase cleaning supplies for your custodial staff. This purchase is a _____.

Mark only one oval.

- straight rebuy
 new task
 modified rebuy
 none of these

50. 42. A person's _____ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior

Mark only one oval.

- Subculture
 family
 social class
 reference group

51. 43. _____ refers to the information a consumer has stored in their memory about a product or service.

Mark only one oval.

- Cognitive dissonance
 Product knowledge
 Product research
 Marketing research

52. 44. Which of the following is not a consumer-intrinsic factor

Mark only one oval.

- age
- gender
- marital status
- frequency of leisure activities

53. 45. Blake is in the process of buying a new car. He is highly involved in the purchase and perceives significant differences among his three favorite models. Blake's next step is most likely to be _____.

Mark only one oval.

- opinion leadership
- cognitive dissonance
- post purchase behavior
- evaluation of alternatives

54. 46. 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 behavior are known as _____

Mark only one oval.

- Situational influence
- Motivators
- Consumption triggers
- Consumption influences

55. 47. Marketing managers should adapt the marketing mix to _____ and constantly monitor value changes and differences in both domestic and global markets.

Mark only one oval.

- Sales strategies
- Marketing concepts
- Cultural values
- Brand images

56. 48. Which of the following best describes involvement

Mark only one oval.

- 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

57. 49. The stage in the buyer decision process in which the consumer is aroused to search for more information is called:

Mark only one oval.

- Information search
- Evaluation of alternatives
- Search for needs
- Perceptual search

58. 50. _____ puts people into a frame of mind of liking or disliking things, of moving toward or away from them.

Mark only one oval.

- A rule
- An attitude
- A belief
- A cue

59. 51. The process of identifying a group of people similar in one or more ways is called

Mark only one oval.

- Market research
- Market segmentation
- Target marketing
- Market analysis

60. 52. With respect to adopter categories, the _____ are guided by respect, are the opinion leaders in their communities, and adopt new ideas early but carefully.

Mark only one oval.

- Seekers
- Innovators
- Early adopters
- Early majority

61. 53. Which of the following also includes a situation-specific component?

Mark only one oval.

- Personality
- Self-concept
- Involvement
- Demographics

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

Mark only one oval.

- secondary groups
- tertiary groups
- primary groups
- aspiration groups

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

Mark only one oval.

- Personal
- Commercial
- Attitude
- Public

64. 56. Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following except _____.

Mark only one oval.

- physiological needs
- safety needs
- luxury needs
- self-actualization

65. 57. Which of the following is not a market segmentation strategy?

Mark only one oval.

- Differentiated marketing
- Concentrated marketing
- Mass-marketing
- Retail marketing

66. 58. Marketers can create brand equity _____.

Mark only one oval.

- By selling them in prestigious outlets
- By overpricing the product
- Preparing comparative information about competitive brands
- By making the products available in all locations

67. 59. In a _____, the buyer wants to change something about product specifications, prices, terms, or suppliers.

Mark only one oval.

- habitual rebuy
- straight rebuy
- modified rebuy
- new task buy

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

Mark only one oval.

- Adoption process
- Lifestyle cycle
- Values and Lifestyle (VALS) topology
- Family life cycle

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