

# Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - Consumer Behaviour

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. In consumer buying process, initiator precedes

*Mark only one oval.*

- Influencer
- Decider
- Buyer
- None of these

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

*Mark only one oval.*

- Perception
- Personality
- Attitude
- Motivation

12. 4. Popular figures who can influence consumer decisions are called

*Mark only one oval.*

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

13. 5. \_\_\_\_\_ reflects the perceived tangible and intangible benefits and costs to customers.

*Mark only one oval.*

- Loyalty
- Satisfaction
- Value
- Expectations

14. 6. 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

15. 7. Henry Assael's Buying Behaviour Model does not include

*Mark only one oval.*

- Shopping Goods
- Specialty Goods
- Convenience Goods
- Unsought Goods

16. 8. Primary and Secondary Group comes under

*Mark only one oval.*

- Associative Group
- Dissociative Group
- Aspirational Group
- All of these

17. 9. Which one of the following reference groups will be viewed as a positive reference group?

*Mark only one oval.*

- Membership group
- Disclaimant group
- Dissociative group
- None of these

18. 10. At the top of Maslow's hierarchy of needs (shown as a pyramid in the text) is \_\_\_\_\_ needs

*Mark only one oval.*

- Physiological
- Ego
- Self-actualization
- Social

19. 11. \_\_\_\_\_describes changes in an individual's behaviour arising from experience

*Mark only one oval.*

Perception

Motivation

Personality

Learning

20. 12. Understanding of consumer needs and then develops a marketing mix to satisfy those needs.

*Mark only one oval.*

The marketing concept

The strategic plan

consumer socialization

The production concept

21. 13. 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

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

*Mark only one oval.*

6

4

3

5

23. 15. Problem recognition is part of

*Mark only one oval.*

The decision process

Personal influence

The marketing mix

None of these

24. 16. Which of the following is NOT a component of personality?

*Mark only one oval.*

Family

Behaviours

Traits

All of those

25. 17. 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

26. 18. \_\_\_\_\_ is individuals and households who buy goods and services for personal consumption.o

*Mark only one oval.*

- The target market
- A market segment
- The consumer market
- The ethnographic market

27. 19. 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



28. 20. The component of attitude relating to beliefs and disbeliefs is called:

*Mark only one oval.*

- Conative
- Cognitive
- Affective
- Perception

29. 21. You regularly purchase cleaning supplies for your custodial staff. This purchase is a \_\_\_\_\_

*Mark only one oval.*

- Modified straight rebuy
- Consumer buy
- Modified rebuy
- Straight rebuy

30. 22. 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

31. 23. Identify an economic circumstance that can greatly affect any product or brand choice.

*Mark only one oval.*

- Retirement
- Values
- Lifestyle
- Borrowing power

32. 24. \_\_\_\_\_ refers to a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli.

*Mark only one oval.*

- Image
- Personality
- Psychological transformation
- Lifestyle

33. 25. If the purchase is for a high-involvement product, consumers are likely to develop a high degree of \_\_\_\_\_ so that they can be confident that the item they purchase is just right for them

*Mark only one oval.*

- Brand loyalty
- Society
- Product knowledge
- References

34. 26. 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

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

*Mark only one oval.*

- Lifestyle concept
- Self-concept
- Personality concept
- Cognitive concept

36. 28. 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

37. 29. \_\_\_\_\_ refers to the buying behavior of final consumers

*Mark only one oval.*

- Consumer buyer behavior
- Target market buying
- Market segment business
- Business buying behavior

38. 30. The family into which one is born is called the

*Mark only one oval.*

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

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