



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Master of Business Administration

Course Name – Consumer Behaviour

Course Code - MM401

(Semester IV)

Time allotted : 1 Hrs.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

- (1) Needs that we learn are called as

a) Acquired Needs	b) Physiological needs
c) Biogenic needs	d) Primary needs
- (2) Popular figures who can influence consumer decisions are called

a) Opinion leaders	b) Reference groups
c) Influences	d) None of these
- (3) _____ include consumers' activities, interests, and opinions.

a) Demographics	b) Psychographics
c) Geo-demographics	d) Geographic
- (4) Primary and Secondary Group comes under

a) Associative Group	b) Dissociative Group
c) Aspirational Group	d) None of these
- (5) _____ describes changes in an individual's behaviour arising from experience.

a) Perception	b) Motivation
c) Personality	d) Learning
- (6) The overall evaluation of an object that is based on the evaluation of just one or a few dimensions is known as

a) Classical Conditioning	b) Halo Effect
c) Instrumental conditioning	d) First Impressions
- (7) Problem recognition is part of:

- a) The decision process
 c) The marketing mix
- b) Personal influence
 d) None of these
- (8) Social classes differ in media preferences, with upper-class consumers often preferring _____ and lower-class consumers often preferring television.
- a) Movies
 c) Video or computer games
- b) Radio
 d) Magazines and books
- (9) When preparing Thanks giving 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 _____.
- a) A primary reference group
 c) A secondary reference group
- b) A subculture influence
 d) Cultural values
- (10) The relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interests, and behavior constitute _____.
- a) A culture
 c) A social class
- b) A subculture
 d) A family
- (11) Identify an economic circumstance that can greatly affect any product or brand choice.
- a) Retirement
 c) Lifestyle
- b) Values
 d) Borrowing power
- (12) 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.
- a) Brand loyalty
 c) Product knowledge
- b) Society
 d) References
- (13) The basic premise of the _____ is that people's possessions contribute to and reflect their identities; that is, "we are what we have."
- a) Lifestyle concept
 c) Personality concept
- b) Self-concept
 d) Cognitive concept
- (14) _____ refers to the buying behavior of final consumers.
- a) Consumer buyer behavior
 c) Market segment business
- b) Target market buying
 d) Business buying behavior
- (15) Market analysis should include all of the following except:
- a) The consumer
 c) Competitors
- b) The company
 d) It should include all of these
- (16) The family in a buyers life consisting of parents and siblings is the _____.
- a) Family of procreation
 c) Family of efficiency
- b) Family of influence
 d) Family of orientation
- (17) _____ is the definition of reference groups.
- a) Groups that an individual looks to when forming attitudes and opinions
 c) Groups of office colleagues
- b) Groups of people who have been referred to by someone they know
 d) Chat groups on the internet
- (18) A _____ is a group of people with shared value systems based on common life experiences and situations.

- a) Culture
c) lifestyle composite
- b) Subculture
d) Social class
- (19) The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.
- a) facilitator
c) opinion leader
- b) referent actor
d) social role player
- (20) How the consumer processes information to arrive at brand choices occurs during which stage of the buyer decision process?
- a) Need recognition
c) Evaluation of alternatives
- b) Information search
d) Purchase decision
- (21) The _____ is the mental process through which an individual passes from first hearing about an innovation to final adoption.
- a) Adoption process
c) Innovation process
- b) Consumption process
d) New product development process
- (22) What does cognitive dissonance state?
- a) The individual often has doubts and second thoughts about the choice made
c) Consumers usually buy products based on emotion
- b) Individual consumers use limited decision making to reduce their anxiety levels
d) Marketers can sell more products by increasing choices available to consumers
- (23) The extreme state of consumer satisfaction is called
- a) Consumer dissonance
c) Consumer ecstasy
- b) Consumer delight
d) None of these
- (24) _____ is a key to building lasting relationships with consumers.
- a) Personality
c) Need recognition
- b) Alternative evaluations
d) Customer satisfaction
- (25) What can we say about the size of the business market compared to consumer markets?
- a) It is approximately the same
c) It is huge
- b) It is smaller
d) There is no need to compare them
- (26) 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
- a) Kinked demand
c) Cyclical demand
- b) Inelastic demand
d) Derived demand
- (27) That business markets have more buyers involved in the purchase decision is evidence of which of the following characteristic differences between business and consumer markets?
- a) market structure and demand
c) types of decisions made
- b) the nature of the buying unit
d) type of decision process itself
- (28) The business marketer normally deals with _____ than the consumer marketer does.
- a) Far greater but smaller buyers
c) Far fewer but far larger buyers
- b) Far greater and larger buyers
d) Far fewer and smaller buyers

- (29) _____ consists of tracking and targeting users across their computers, mobile phones, and tablets
- a) Cross-screen marketing
 - b) Marketing integration
 - c) Marketing communication
 - d) Marketing research
- (30) Complex buying behavior is applicable when the product is
- a) Cheap
 - b) Moderately priced
 - c) Expensive
 - d) None of these
- (31) Which of the following is NOT part of group influence?
- a) Social Class
 - b) Culture
 - c) Reference Group
 - d) Personality
- (32) _____ are completely satisfied customers who keep purchasing
- a) The Defectors
 - b) The Mercenaries
 - c) The loyalists
 - d) The hostages
- (33) Which of the following is a measure of how often consumers buy a given brand?
- a) Consumer involvement
 - b) Brand equity
 - c) Brand loyalty
 - d) Recognition test
- (34) The process of dividing a market into subsets of consumers with common needs or characteristics is known as
- a) Market penetration
 - b) Market capture
 - c) Market segmentation
 - d) Market positioning
- (35) Post-purchase evaluation means
- a) Researching consumers who have previously bought the product
 - b) Comparing the purchase outcome with previous expectations
 - c) Feelings of disappointment following a purchase
 - d) None of these
- (36) Selective attention is a component of
- a) Perception
 - b) Personality
 - c) Learning
 - d) Motivation
- (37) In Maslow's hierarchy of needs, food, water, sleep, and to an extent, sex, are considered _____ motives
- a) Safety
 - b) Self-actualization
 - c) Physiological
 - d) Belongingness
- (38) How consumers feel others see them, comes under
- a) Ideal self
 - b) Actual self
 - c) Social self
 - d) Ideal social self
- (39) Parents who encourage a balance between own and children's rights and encourage children's self expression are called
- a) Authoritarian
 - b) Neglecting
 - c) Democratic
 - d) Permissive
- (40) Which of the following refers to a person's consistent behaviour or responses to recurring situations?
- a) Perception
 - b) Personality
 - c) Attitude
 - d) Motivation
- (41) Introvert is a type of

- a) Attitude
c) Behaviour
- b) Personality
d) Perception
- (42) You regularly purchase cleaning supplies for your custodial staff. This purchase is a _____.
- a) straight rebuy
c) modified rebuy
- b) new task
d) none of these
- (43) 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
- a) a. Subculture
c) social class
- b) family
d) reference groups
- (44) _____ refers to the information a consumer has stored in their memory about a product or service.
- a) Cognitive dissonance
c) Product research
- b) Product knowledge
d) Marketing research
- (45) Which of the following is not a consumer-intrinsic factor
- a) age
c) marital status
- b) gender
d) frequency of leisure activities
- (46) Obtaining satisfaction through fulfilling one's potential is called:
- a) Esteem
c) Perception
- b) Self-actualization
d) None of these
- (47) 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 _____.
- a) opinion leadership
c) post purchase behavior
- b) cognitive dissonance
d) evaluation of alternatives
- (48) 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 _____.
- a) Situational influence
c) Consumption triggers
- b) Motivators
d) Consumption influences
- (49) Marketing managers should adapt the marketing mix to _____ and constantly monitor value changes and differences in both domestic and global markets.
- a) Sales strategies
c) Cultural values
- b) Marketing concepts
d) Brand images
- (50) Which of the following best describes involvement
- a) Consumers' disinterest in a product or service
c) The degree of personal relevance of a product or service to a consumer
- b) The relationship users develop with selected products and services
d) Motivation to contribute to the improvement of a brand
- (51) The stage in the buyer decision process in which the consumer is aroused to search for more information is called:
- a) Information search
c) Search for needs
- b) Evaluation of alternatives
d) Perceptual search

- (52) _____ puts people into a frame of mind of liking or disliking things, of moving toward or away from them.
- a) A rule
 - b) An attitude
 - c) A belief
 - d) A cue
- (53) The process of identifying a group of people similar in one or more ways is called
- a) Market research
 - b) Market segmentation
 - c) Target marketing
 - d) Market analysis
- (54) With respect to adopter categories, the _____ are skeptical and they adopt an innovation only after a majority of people have tried it.
- a) Early adopters
 - b) Early majority
 - c) Late majority
 - d) Laggards
- (55) With respect to adopter categories, the _____ are guided by respect, are the opinion leaders in their communities, and adopt new ideas early but carefully.
- a) Seekers
 - b) Innovators
 - c) Early adopters
 - d) Early majority
- (56) Marriage, childbirth, and divorce constitute the _____ that shapes the consumption pattern of individuals.
- a) Psychological life cycle
 - b) Product life cycle
 - c) Social status
 - d) Critical life events
- (57) Which of the following also includes a situation-specific component?
- a) Personality
 - b) Self-concept
 - c) Involvement
 - d) Demographics
- (58) 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
- (59) As a form of a reference group, _____ are ones to which the individual wishes to belong.
- a) secondary groups
 - b) tertiary groups
 - c) primary groups
 - d) aspiration groups
- (60) Family is one of the _____ factors that influence consumer behavior
- a) cultural
 - b) social
 - c) personal
 - d) psychological