

## CONSUMER BEHAVIOUR

### M.COM III SEM ELECTIVE: MC3E(M)02

#### MULTIPLE CHOICE QUESTIONS

1. At the top of Maslow's hierarchy of needs ( shown as pyramid in the text) are .....  
Needs.  
a. Esteem                      b. Self-actualization      c. Social                      d. Safety
2. A person ..... consists of all the groups that have a direct or indirect influence on his or her attitudes or behaviour.  
a. Sub culture              b. Family                      c. Social class              d. Reference group
3. Which of the following would be the best illustration of a sub culture?  
a. a religion                      c. your university  
b. a group of close friends              d. a fraternity or sorority
4. Understanding of consumer needs and then develops a marketing mix to satisfy these needs.  
a. Marketing concepts                      c. The product influences  
b. Strategic plan                      d. The price influences
5. .... Is the single factor that best indicates the social class.  
a. Time                      b. Money                      c. Occupation                      d. Passion
6. Marketing strategies are often designed to influence ..... and lead to profitable exchanges.  
a. Consumer decision making                      c. Advertising strategies  
b. Sales strategies                      d. Export strategies
7. .... refers to the information a consumer has stored their memory a product or service.  
a. Cognitive dissonance                      c. Product research  
b. Product knowledge                      d. Marketing research
8. .... can influence the consumers thought about products.  
a. Marketing & popularity  
b. Advertising, sales promotion, sales people and publicity  
c. Sales promotion, popularity and market  
d. Billboards
9. .... describes changes in an individual behaviour arising from experience.  
a. Modelling                      b. Motivation                      c. Perception                      d. Learning
10. Maslow's hierarchy of needs includes all except which of the following.  
a. Cognition                      b. Physiological                      c. Safety                      d. Belongings

11. Which of the following is not a part of group influence.
- a. Social class            b. Social group            c. Reference group            d. Personality
12. Which step of the buyer decision process immediately precedes the purchase decision?
- a. Evaluation of alternatives            c. Need recognition
- b. Information search            d. Post purchase behaviour
13. The stage in the adoption process where the consumer considers whether trying the new product make sense is called?
- a. Interest            b. Trial            c. Evaluation            d. Adoption
14. Another term for a motive is a
- a. Action            b. Need            c. Cue            d. Drive
15. The marketing information system begins and ends with .....?.
- a. Marketing managers            c. Information technology
- b. Marketing intelligence            d. consumers

**ANSWER KEY**

1.b 2.d 3.a 4.a 5.c 6.a 7.b 8.b 9.d 10.a 11.d 12.a 13.c 14.d 15.a

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