



## Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-accredited at the 'A' Grade Level by the NAAC and ISO 9001:2008 Certified CRISL rated 'A' (TN) for MBA and MIB Programmes

III B Com (IB)

(2015-2018)

V SEMESTER

CORE:CONSUMER BEHAVIOUR -517 C

Multiple Choice Questions.

1. ----- is based on the assumption that consumers will buy what is available in the market

- A. production orientation
- B. product orientation
- C. selling orientation
- D. marketing orientation

ANSWER: A

2. ----- is a combination of sociology and psychology

- A. anthropology
- B. socio psychology
- C. physiology
- D. none of the above

ANSWER: B

3. Which of the following would correctly be labelled as a cultural factor that would influence consumer behaviour?

- A. Reference groups.
- B. Social class.
- C. Lifestyle.
- D. Family.

ANSWER: B

4. ----- is the study of human beings in society

- A. anthropology
- B. biology
- C. zoology
- D. psychology

ANSWER: A

5. We are what we have would be associated with which of the following concepts?

- A. Personality.
- B. A persons self-concept.
- C. Beliefs.
- D. Attitudes.

ANSWER: B

6. Another term for a motive (especially after it has become activated or directed) is a.

- A. Action.
- B. Drive.
- C. Need. .
- D. Cue.

ANSWER: B

7. Basic needs such as hunger and thirst are called.

- A. Physiological needs.
- B. Social needs.
- C. Psychological needs.
- D. Safety needs.

ANSWER: A

8. Which step of the buyer decision process immediately precedes the purchase decision?

- A. Information search.
- B. Evaluation of alternatives.
- C. Need recognition.
- D. Post purchase behaviour.

ANSWER: B

9. The stage in the adoption process where the consumer considers whether trying the new product makes sense is called.

- A. Evaluation. .
- B. Trial.
- C. Adoption.
- D. Interest.

ANSWER: A

10. With respect to product characteristics that impact the rate of adoption of a product, \_\_\_\_\_ is the degree to which the innovation is difficult to understand or use.

- A. Divisibility.
- B. Compatibility.
- C. Complexity.
- D. Relative advantage.

ANSWER: C

11. The \_\_\_\_\_ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.

- A. Facilitator.
- B. Referent actor.
- C. Opinion leader.
- D. Social role player.

ANSWER: C

12. \_\_\_\_\_ consists of dividing a market into distinct groups of buyers on the basis of needs, characteristics, or behavior who might require separate products or marketing mixes.

- A. Product differentiation.
- B. Market segmentation.
- C. Market targeting.
- D. Market positioning.

ANSWER: B

13. \_\_\_\_\_ factors are the most popular bases for segmenting customer groups.

- A. Geographic.
- B. Demographic.
- C. Psychographic.
- D. Behavioral.

ANSWER: A

14. \_\_\_\_\_ is a person's distinguishing psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.

- A. Psychographics.
- B. Personality.

C. Demographics.

D. Lifestyle.

ANSWER: B

15. Characteristics of Attitudes include a feature as " ATTITUDES HAVE AN. ".

A. Subject.

B. Object.

C. Motive.

D. Need.

ANSWER: B

16. The components of attitude are :-.

A. Cognitive component.

B. Conative component.

C. Affectivecomponent.

D. All the three.

ANSWER: D

17. \_\_\_\_\_ are interested in knowing the feedback of consumers.

A. a. Buyers.

B. Suppliers.

C. Vendors.

D. Marketers.

ANSWER: D

18. Buying process involves the following.

A. Buyer and consumer.

B. Users, influence and buyer.

C. Initiator and consumer. .

D. Influencer and gatekeeper.

ANSWER: B

19. Ways to increase low involvement product's purchase are.

A. Advertisements.

B. Discounts.

C. Coupons, displays, price deals.

D. Offers.

ANSWER: C

20. What is Conative component of decision making?

A. Influence.

B. Initiative.

C. Purchase decision.

D. Consumption.

ANSWER: C

21. Any communication by experts in that fields makes that communication is more.

A. Influential.

B. Credible.

C. Initiator.

D. Opinion leader.

ANSWER: B

22. Members of the same social class show \_\_\_\_\_ Lifestyles.

A. Different.

B. Happy.

C. Normal.

D. Similar.

ANSWER: D

23. The upper class consists of :-

- A. Very small percent of the population.
- B. Very large percent of the population.
- C. 50 percent of the population.
- D. 30 percent of the population.

ANSWER: A

24. It constitutes the moral factor of personality.

- A. Ego.
- B. Id.
- C. Super Ego.
- D. Adult.

ANSWER: A

25. Attitudes with \_\_\_\_\_ of involvement are relatively easier to change.

- A. High level.
- B. Medium level.
- C. Same level.
- D. Low level.

ANSWER: D

26. \_\_\_\_\_ gives clues to the firm about what existing or prospective customers think.

- A. Creativity training.
- B. Market research.
- C. Sales .
- D. Discounts.

ANSWER: B

27. Consumer has a right to get redressal of \_\_\_\_\_.

- A. Views.
- B. Mistakes.
- C. Grievances.
- D. Attitudes.

ANSWER: C

28. Marketers focus on what kind of product?

- A. Low involvement.
- B. Medium involvement.
- C. High involvement.
- D. None of the above.

ANSWER: C

29. Full nest I consists of.

- A. Married couple with youngest children under 6 years.
- B. Married couple with children in the age of 6 to 12 years.
- C. Unmarried couples.
- D. Married couple without children.

ANSWER: A

30. Unplanned purchase behavior is known as.

- A. Compulsive purchase.
- B. Impulsive purchase.
- C. influence purchase.
- D. display purchase.

ANSWER: B

31. Telemarketing refers to.

- A. Home shopping.
- B. Direct mailing.
- C. Retail shop purchase
- D. Contacting through telephones.

ANSWER: D

32. Consumer protection act was passed in the year.

- A. 1948.
- B. 1968.
- C. 1986.
- D. 1975.

ANSWER: C

33. A relatively minor change to a product is called:.

- A. Continuous innovation.
- B. Dynamically continuous innovation.
- C. Discontinuous innovation.
- D. None of the above.

ANSWER: B

34. Someone who has an intense interest in, and a high knowledge of, something is called:.

- A. A maven.
- B. A knowledge centre.
- C. An influencer.
- D. Opinion Leader.

ANSWER: A

35. The degree to which someone adopts innovation more readily than other people is called:.

- A. Inventiveness.
- B. Innovativeness.
- C. Commercialization.
- D. Intelligence.

ANSWER: B

36. When a consumer purchases a product for the first time and buys a small quantity than usual, this purchase would be considered as a \_\_\_\_\_.

- A. Trial.
- B. Repeat.
- C. Long term.
- D. None of the above.

ANSWER: A

37. Long term commitment purchase is feasible for.

- A. Detergents.
- B. Cola.
- C. Washing machines.
- D. Tooth paste.

ANSWER: C

38. Post purchase dissonance is reduced by.

- A. Rationalize the decision as wise.
- B. Buying the same product again.
- C. Preventing others from buying it.
- D. Buying competitive brands.

ANSWER: C

39. Repeat purchase is closely related to the concept of.

- A. Brand image.
- B. Brand loyalty.
- C. Brand equity.
- D. Brand culture.

ANSWER: B

40. When the performance of the product matches the expectations of the consumer then it is.

- A. Neutral feeling.
- B. Positive confirmation.
- C. Negative confirmation.
- D. None of the above.

ANSWER: B

41. Non profit organisations could better segment the audience on the basis of.

- A. Needs.
- B. Demographics.
- C. Behavior.
- D. Social norms.

ANSWER: B

42. Segmentation enables the social marketers of non profit organisations to target.

- A. Rich people.
- B. Poor people.
- C. Middle class People.
- D. None of the above.

ANSWER: B

43. In studying consumer behaviour, it is often useful to categorize people on the basis of some similarity.

Descriptions such as age, gender, income, or occupation are called:

- A. demographics.
- B. Psychographics.
- C. Personal profiles.
- D. Physiognomies.

ANSWER: A

44. The majority of ethical questions are raised in connection with which component of marketing strategy?

- A. Product.
- B. Distribution.
- C. Price.
- D. Promotion.

ANSWER: D

45. Invasion of personal privacy is a critical ethical issue in:.

- A. Product strategy.
- B. Promotional strategy.
- C. Marketing research.
- D. Pricing strategy.

ANSWER: C

46. The production, promotion, and reclamation of environmentally sensitive products has come to be called:.

- A. Planned obsolescence.
- B. Green marketing.
- C. Pollution.
- D. Recycling.

ANSWER: B

47. Altering information that is inconsistent with our beliefs and attitudes is known as :

- A. selective attention
- B. selective distortion
- C. selective retention
- D. self-image

ANSWER: B

48. Effective rates of protection in developing countries typically.

- A. Are very high for manufactured consumer goods.
- B. Differ widely from industry to industry.
- C. Discriminate against the agricultural sector.
- D. All the above.

ANSWER: A

49. Other things being equal, the effective rate of protection for domestic producers of steel nails will be higher,.

- A. The lower the tariff on imported nails.
- B. The lower the tariff on imported steel.
- C. The higher the value added in converting steel to nails.
- D. All the above.

ANSWER: D

50. A reference group influence on buying behaviour is most closely related to :

- A. Desire for conformity
- B. Growth of impulse buying
- C. Increase in leisure time
- D. Desire for convenience

ANSWER: A

51. Luxury brands have to design a \_\_\_\_\_ in order to get a foothold in the Indian market.

- A. Unique pricing strategy.
- B. Penetration pricing strategy.
- C. Skimming pricing strategy.
- D. All the above.

ANSWER: A

52. Increasing Awareness of Indian consumers is due to.

- A. TV.
- B. Radio.
- C. Bill boards.
- D. All the above.

ANSWER: B

53. Today more and more consumers are selective on the quality of the \_\_\_\_\_.

- A. Product.
- B. service.
- C. brand.
- D. all the above.

ANSWER: B

54. Currently, the products Indian consumers are buying through online are mostly \_\_\_\_\_.

- A. Clothes.
- B. CDs/VCDs/DVDs.
- C. books.
- D. all the above.

ANSWER: C

55. Indian consumer buying behaviour is influenced by freebies in the case of \_\_\_\_\_.

- A. Washing machines.
- B. Refrigerators.
- C. FMCGs.
- D. All the above.

ANSWER: D

56. The Super Rich are mainly \_\_\_\_\_.

- A. Professionals.
- B. Bankers.
- C. Upper upper class.
- D. Upper middle class.

ANSWER: C

57. Indian consumers looking for quality choose expensive brands as they feel that price is an indicator of \_\_\_\_\_.

- A. Quality.
- B. Service.
- C. Brand value.
- D. Durability.

ANSWER: A

58. Psychogenic needs are influenced by culture, environment, and individual psychology. They are also known as:.

- A. Acquired needs or secondary needs.
- B. Innate or biogenic needs.
- C. Primary needs.
- D. All of the above.

ANSWER: B

59. Which of the following does not generally influence goal-setting behaviour?

- A. Accessibility of the goal.
- B. Physical ability.
- C. Self-image.
- D. Sociocultural norms.

ANSWER: A

60. Which of the following statements about motivational research are true?

- A. It refers to all types of research into human motivation.
- B. It is qualitative.
- C. It is founded on Freud's theory that unconscious needs are fundamental to motivation.
- D. It produces results that cannot reliably be generalised.

ANSWER: A

61. An advertising campaign that shows purchasing the product as a way to win the approval of friends represents the satisfaction of which needs in both the Trio of Needs and the Hierarchy of Needs?

- A. Affiliation; Social.
- B. Achievement; Self-actualization.
- C. Affiliation; Power.
- D. Affiliation; Physiological.

ANSWER: B

62. Which of the following statements about the nature of personality is true?

- A. Personality is the most important factor that influences consumer behaviour.
- B. Personality mainly arises from genetic traits.
- C. Personality is consistent and enduring.
- D. Personality does not change over time.

ANSWER: A



63. Which of the following is not one of the stages of personality development in Freudian theory?

- A. Oral.
- B. Anal.
- C. Phallic.
- D. None of the above.

ANSWER: C

64. Factual promotions that emphasize product benefits appeal least successfully to which of the following consumer personalities?

- A. Low dogmatism.
- B. Other-directedness.
- C. High need for cognition.
- D. Inner-directedness.

ANSWER: C

65. An ad for breakfast cereal shows a lonely, scrawny young man transforming into a champion cricket player after eating a particular brand of cereal. To which self-image does this ad most appeal?

- A. Actual self-image.
- B. Ideal social self-image.
- C. Ideal self-image.
- D. Expected self-image.

ANSWER: B

66. A slogan such as Nike's 'Just Do It' could be seen as a direct appeal to which component of the personality, according to Freudian theory?

- A. Superego.
- B. Ego.
- C. Id.
- D. None of the above.

ANSWER: B

67. An advertisement for a charity encouraging consumers to help those in need is appealing to which personality trait?

- A. Agreeableness.
- B. Openness to experience.
- C. Neuroticism.
- D. Conscientiousness.

ANSWER: D

68. An advertisement for women's business clothing that states "On your way to the top, dress like you are already there" is appealing to which self-image?

- A. The expected self-image.
- B. Actual self-image.
- C. Ideal self-image.
- D. Ideal social self-image.

ANSWER: D

69. Programs such as 'Buy Australia' or 'Made in the USA', encouraging consumers to purchase products produced in their home countries, appeal to which personality trait?

- A. Consumer innovativeness.
- B. Compulsive consumption.
- C. Consumer ethnocentrism.
- D. Consumer ethnocentrism.

ANSWER: D

70. Marketing intelligence is everyday information about developments in the marketing environment that assists marketers in their preparation of their plans and strategies. This information is obtained from a number of sources and includes which of the following?

- A. Customer feedback.
- B. Competitor intelligence.
- C. Trade journals.
- D. All of the above.

ANSWER: D

71. The marketing research process consists of four steps. Which of the following is not one of these steps?

- A. Defining the problem and research objectives.
- B. Evaluating the competitor strategies.
- C. Developing the research plan for collecting information.
- D. Analysis of the collected data.

ANSWER: B

72. Qualitative research is exploratory research used to uncover consumer attitudes, motivations and behaviour. What techniques can be applied to obtain qualitative research?

- A. One to one interviews.
- B. Elicitation interviews.
- C. Focus groups.
- D. All of the above.

ANSWER: D

73. What are the two types of research data?

- A. Primary and secondary.
- B. Predictive and quantitative.
- C. Qualitative and predictive.
- D. Qualitative and quantitative.

ANSWER: A

74. What are four methods of continuous research?

- A. Consumer panels; home audits; personal interviews; in-store video footage of consumer behaviour.
- B. Consumer panels; home audits; omnibus surveys; retail audits.
- C. Consumer panels; home audits; personal interviews; omnibus surveys.
- D. All of the above.

ANSWER: B

75. Sources of marketing information are categorised into two groups - what are they?

- A. Causal resources.
- B. Macro environmental sources; micro environmental sources.
- C. External sources; internal sources.
- D. All of the above.

ANSWER: C

76. What are three popular methods for obtaining primary data?

- A. Interviews and surveys; observation; experimentation.
- B. Survey; interviews; experimentation.
- C. Experimentation; personal interview; Delphi technique.
- D. Interviews and surveys; observation; Harrison methodology.

ANSWER: B

77. Directing a company's efforts towards serving one or more groups of customers sharing common needs or characteristics is defined as:.

- A. Market targeting.
- B. Market positioning.
- C. Customisation.
- D. Target marketing.

ANSWER: D

78. Macro segmentation in B2B marketing incorporates which three organisational characteristics?

- A. Location; buyer type; usage rate.
- B. Location; buyer type; purchasing policies.
- C. Size; location; buyer type.
- D. Size; location; usage rate.

ANSWER: A

79. What is Geodemographic segmentation?

- A. Analysis of people by where they live.
- B. Analysis of people by country.
- C. Analysis of populations by ethnicity.
- D. Analysis of population by continent.

ANSWER: C

80. People with similar demographic and/or psychographic profiles may interact differently with the same product. The way marketers use this information to segment a market is known as which of the following?

- A. Behavioural segmentation.
- B. Bohemian segmentation.
- C. Beneficial Segmentation.
- D. Geographic segmentation.

ANSWER: A

81. Attitude-based segments may be important in marketing of many organisations. Which of the following would not benefit from attitude based segmentation?

- A. Football clubs.
- B. Health education.
- C. Charities.
- D. Schools.

ANSWER: B

82. Behavioural segmentation can be used to divide a market into groups based upon consumer knowledge, attitudes about products. Behavioural segmentation can be further defined by which of the following?

- A. User status.
- B. Loyalty status.
- C. Benefits sought.
- D. All of the above.

ANSWER: A

83. Market positioning can be defined as:

- A. Organising markets into different levels of desirability for the company to target.
- B. Arranging for a brand to occupy a clear place relative to competing products in the minds of consumers.
- C. Promoting a brand to appear to be something consumers want.
- D. Classifying distributors according to the status they give to the products they carry.

ANSWER: B

84. Which segmentation method would you apply to determine a group's attitude to fashion clothes apparel?

- A. Psychographic.
- B. Demographic.
- C. Geographic.
- D. Behavioural.

ANSWER: A

85. Which segmentation method would you apply to determine a group's attitude to insect repellent?

- A. Geographic.
- B. Behavioural.

- C. Psychographic.
  - D. Demographic.
- ANSWER: C

86. Which segmentation method would you apply to determine a group's attitude to tobacco products?

- A. Demographic.
- B. Geographic.
- C. Psychographic.
- D. Behavioural.

ANSWER: D

87. Which of the following are not strictly cultural motivations for consumer behaviour?

- A. Social class.
- B. Culture.
- C. Sub culture.
- D. Perception.

ANSWER: D

88. Which of the following is not a psychological factor in behaviour influence?

- A. Attitudes.
- B. Motivation.
- C. Perception.
- D. Economic circumstances.

ANSWER: D

89. What are not considered as social influences of behaviour?

- A. Reference groups.
- B. Roles.
- C. Family groups.
- D. Products.

ANSWER: D

90. Psychographics refers to the technique of measuring lifestyles and developing lifestyle classifications.

What are the primary dimensions for classification?

- A. Activities; interests; opinions.
- B. Activities; interventions; opinions.
- C. Activities; interests; order and structure.
- D. Awareness; interests; opinions.

ANSWER: A

91. Personality, a person's distinguishing psychological characteristics that lead to relatively consistent responses to one's environment, has a major impact upon consumer behaviour. Which of the following is not a personality trait?

- A. Self-confidence.
- B. Adaptability.
- C. Autonomy.
- D. Self reference criterion.

ANSWER: C

92. What are the stages of memory process?

- A. Input; encoding of information; retrieval.
- B. Input; encoding of information; retrieval.
- C. Encoding of information; storage; retrieval.
- D. Input; storage; retrieval.

ANSWER: D

93. Psychogenic needs are which of the following?

- A. Power.

- B. Self-esteem.
- C. Affiliation.
- D. All of the above.

ANSWER: D

94. A consumer who seeks a lot of information about a product is displaying which type of attitudinal hierarchy?

- A. Low involvement hierarchy.
- B. Experiential hierarchy.
- C. Experimental hierarchy.
- D. Standard learning hierarchy.

ANSWER: D

95. Which of the following is central to any definition of marketing?

- A. Demand management.
- B. Making a sale.
- C. Customer relationships.
- D. Transactions.

ANSWER: C

96. At home, at school, at work, and at the local supermarket, Europeans see \_\_\_\_\_ almost everywhere they go.

- A. Customer relationship management.
- B. Brand experiences.
- C. Marketing.
- D. Social marketing campaigns.

ANSWER: D

97. According to the simple five-step model of the marketing process, a company needs to \_\_\_\_\_ before designing a customer-driven marketing strategy.

- A. Use customer relationship management to create full partnerships with key customers.
- B. Determine how to deliver superior value.
- C. Understand the marketplace and customer needs and wants.
- D. Construct key components of a marketing program.

ANSWER: C

98. When backed by buying power, wants become \_\_\_\_\_.

- A. Exchanges.
- B. Physical needs.
- C. Social needs.
- D. Demands.

ANSWER: D

99. When marketers set low expectations for a market offering, they run the risk of \_\_\_\_\_.

- A. Decreasing customer satisfaction.
- B. Disappointing loyal customers.
- C. Failing to understand their customers' needs.
- D. Failing to attract enough customers

ANSWER: D

100. Which of the following is not a benefit of direct marketing? .

- A. Assists client prospecting.
- B. Convenience.
- C. Customer relationship building.
- D. Immediate response.

ANSWER: A

101. Personal selling can be defined as which of the following? .

- A. Inter-connective communication.
- B. Interpersonal communication.
- C. People communication.
- D. Direct communication.

ANSWER: D

102. There are four major characteristics of personal selling. Which of the following is not one of these characteristics?

- A. Cost.
- B. Precision.
- C. Impact.
- D. Personality.

ANSWER: B

103. Which of the following are not a source of company inspired prospects? .

- A. Referrals.
- B. Invoices.
- C. Exhibitions and trade shows.
- D. Sales records.

ANSWER: A

104. A young native Canadian moves from the Northwest Territories to attend university in Toronto, Ontario. The disorientation he feels is called.

- A. Culture shock.
- B. Counterculture.
- C. Cultural lag.
- D. Cultural lap.

ANSWER: A

105. The values, beliefs, behaviour, and material objects that constitute a people's way of life is defined as.

- A. Norms.
- B. Culture.
- C. Mores.
- D. Folkways.

ANSWER: B

106. What we call "civilization", based on permanent settlements and specialized occupations, emerged on the earth about \_\_\_\_\_ years ago.

- A. 12 million.
- B. 2 million.
- C. 40 thousand.
- D. 12 thousand.

ANSWER: C

107. What is the official language of 20 percent of the world's people?

- A. English.
- B. Spanish.
- C. Chinese.
- D. French.

ANSWER: D

108. The process by which one generation passes culture to the next is called.

- A. Cultural integration.
- B. Cultural universals.
- C. Cultural transmission
- D. Cultural Shock.

ANSWER: B

109. The concept of \_\_\_\_\_ is often criticized in Canada for encouraging divisiveness, as people identify with their subculture rather than with Canada as a whole.

- A. Eurocentrism.
- B. Multiculturalism.
- C. Cultural integration.
- D. Popular culture.

ANSWER: C

110. A militant group advocates dropping out of the political system and disrupting society. What does this anti-government group represent?

- A. Subculture.
- B. Eurocentrism.
- C. Counterculture.
- D. Popular culture.

ANSWER: C

111. New elements of technology, such as test-tube babies, emerge faster than societal ideas about how to use them. What is this inconsistency called?

- A. Cultural lag.
- B. Cultural integration.
- C. Cultural relativism.
- D. Cultural transmission.

ANSWER: A

112. All of the following typically generate cultural change, except.

- A. Diffusion.
- B. Ethnocentrism.
- C. Discovery.
- D. Invention.

ANSWER: C

113. What is the alternative approach to ethnocentrism?

- A. Cultural conflict.
- B. Cultural relativism.
- C. Countercultures.
- D. Subcultures.

ANSWER: D

114. The theoretical paradigm which sees cultural traits as helping to maintain the overall operation of society is.

- A. Sociobiology.
- B. Cultural materialism.
- C. Structural-functionalism.
- D. Social-conflict.

ANSWER: B

115. Which theoretical perspective on cultural development rests on the logic of evolution?

- A. Sociobiology.
- B. Symbolic-interactionism.
- C. Social-conflict.
- D. Structural-functionalism.

ANSWER: C

116. Which of the following statements is not true of primary groups?

- A. The relationships are perceived as ends in themselves.
- B. The relationships usually involve many activities.
- C. It usually involves long-term relationships.
- D. Relationships are goal-oriented.

ANSWER: C

117. Members of primary groups display what type of orientation?

- A. Goal orientation.
- B. Secondary orientation.
- C. Personal orientation.
- D. Natural orientation.

ANSWER: D

118. In which of the following areas do secondary relationships dominate?

- A. Rural India.
- B. Villages in Ethiopia.
- C. Small towns in Ireland.
- D. Urban regions in Canada.

ANSWER: C

119. What leadership style is the least effective in promoting group goals?

- A. Authoritative.
- B. Authoritarian.
- C. Laissez-faire.
- D. Democratic.

ANSWER: C

120. In studying consumer behaviour, it is often useful to categorize people on the basis of some similarity. Descriptions such as age, gender, income, or occupation are called:

- A. Demographics.
- B. Psychographics.
- C. personal profiles.
- D. Physiognomies.

ANSWER: A

121. The expanded view of the exchange which includes the issues that influence the consumer before, during, and after a purchase is called:

- A. The marketing mix.
- B. the consumption process.
- C. the strategic focus.
- D. The extended exchange theory.

ANSWER: D

122. Of the following pieces of legislation intended to protect the consumer, which was the earliest:

- A. Textile Labelling Act.
- B. Food and Drug Act.
- C. Motor Vehicle Safety Act.
- D. Hazardous Products Act.

ANSWER: D

123. The major academic journal for the field of consumer behaviour is:

- A. Journal of Advertising Quarterly.
- B. Consumer Monographs.
- C. Journal of Consumer Research.
- D. Professional Marketing Research Journal.

ANSWER: C

124. The pyramid of consumer behaviour illustrates the focus of several disciplines when studying consumer behaviour. Focus on the individual's consumer behaviour (such as how one reads certain sections of a magazine) is termed:

- A. Idiosyncratic.
- B. Macro.



- C. Micro.
  - D. Unitary.
- ANSWER: B

125. The meaning which consumers derive from a specific symbol used in an advertising message is referred to as the:.

- A. Schema.
- B. Index.
- C. Icon.
- D. Sign.

ANSWER: C

126. A lion is used in Dreyfus Fund ads to suggest the fearlessness that is the company's approach to investments. A sign that is related to a product through a conventional or agreed-upon association is called a/an:.

- A. Association.
- B. Icon.
- C. index symbol.
- D. interpretant.

ANSWER: A

127. The dark side of consumer behaviour includes all of the following EXCEPT:.

- A. Consumed consumers.
- B. Extremist exchanges.
- C. surrogate motherhood.
- D. compulsive consumption.

ANSWER: B

128. A physiological and/or psychological dependency on products or services is called consumer \_\_\_\_\_:.

- A. Psychosis.
- B. Conditioning.
- C. Addiction.
- D. Obsession.

ANSWER: D

129. Excessive repetitive shopping used as an antidote to tension, anxiety, depression, or even boredom, is called:.

- A. A spending spree.
- B. Impulse buying.
- C. Compulsive consumption.
- D. Extremist exchanges.

ANSWER: C

130. There are four types of organisational markets, Institutional, Producer, Reseller and:.

- A. Consumer markets.
- B. Wholesale markets.
- C. Military markets.
- D. Government markets.

ANSWER: B

131. Jim works as the IT Development Manager for the University of Woebegone. The University is a/an \_\_\_\_\_ customer for IT services.

- A. Institutional.
- B. Producer.
- C. Reseller.
- D. Government.

ANSWER: A

132. \_\_\_\_\_ purchasers depend on derived demand.

- A. Institutional.
- B. Producer.
- C. Reseller.
- D. Government.

ANSWER: B

133. The number of customers in organisational markets will typically be:.

- A. Large and geographically dispersed.
- B. Large geographically concentrated.
- C. Small and geographically dispersed.
- D. Small and geographically concentrated.

ANSWER: B

134. By comparison to consumer decision processes, business to business purchases are often based upon:.

- A. Overt formal specification of requirements.
- B. Large one-off orders.
- C. Overt informal specification of requirements.
- D. Social and cultural criteria.

ANSWER: B

135. In organizational buying another name for a buying centre is:.

- A. Direct marketing unit.
- B. Decision maintenance unit.
- C. Decision making unit.
- D. Decision marketing unit.

ANSWER: C

136. Price increases for many industrial products are relatively:.

- A. Elastic.
- B. Malleable.
- C. Inelastic.
- D. Infrequent.

ANSWER: A

137. The concept of 'Involvement' in consumer buyer behaviour and of the 'Buy class' in Business to Business buyer behaviour:.

- A. Are totally incompatible with one another.
- B. Share some underlying similarities with one another.
- C. Are strikingly similar concepts.
- D. None of the above.

ANSWER: B

138. Which of the following is not a characteristic of the new approach to B-To-B buyer behaviour?

- A. A focus on cost reduction and overall efficiency.
- B. Fewer suppliers with larger shares.
- C. Increased information sharing.
- D. A move towards more hierarchical organization.

ANSWER: C

139. The incrementalist approach to making international market entry is more suitable to \_\_\_\_\_ businesses as it allows time to developed key relationships with customers and business partners.

- A. Service.
- B. Inexperienced.
- C. Seasoned.
- D. Relationship-focused.

ANSWER: D

140. International Business Models are:

- A. Market entry strategies.
- B. Modes of market entry.
- C. The basic business formula.
- D. Ways of doing business internationally.

ANSWER: D

141. International franchising has become a driving force to internationalization for many industries EXCEPT \_\_\_\_\_.

- A. Clothing retailers.
- B. Fast food.
- C. Fresh cut flowers.
- D. Petrol retailing.

ANSWER: C

142. A sound analysis of the \_\_\_\_\_ competitors for a firm is critical in delivering the business mission of an organization.

- A. Selected.
- B. Closest.
- C. Underlying.
- D. Direct and indirect.

ANSWER: D

143. Total Customer Value = Perceptions of Benefits minus \_\_\_\_\_.

- A. Total manufacturing costs.
- B. Total marketing costs.
- C. Total cost of ownership.
- D. Total operational costs.

ANSWER: B

144. Services today occupy a vital and growing role in the global marketplace due to the following contributing factors.

- A. Deregulation and liberalization of trade in services.
- B. Service has become a business imperative.
- C. The advent of enabling technologies such as the Internet.
- D. All of the above.

ANSWER: D

145. The \_\_\_\_\_ of services results in customer-producer encounters being high contact in nature.

- A. Intangibility.
- B. Inseparability.
- C. Variability.
- D. Perishability.

ANSWER: A

146. Which of the following is not generally accepted as being part of the extended marketing mix for services?

- A. Product.
- B. Price.
- C. Process.
- D. Practice.

ANSWER: D

147. The following are all high-involvement situations in decision making except: .

- A. large amount of time invested
- B. little or no information search
- C. clear and distinct brand judgments

D. strong likelihood of brand loyalty.

ANSWER: B

148. All of the following are included in the commercial environment, except :

A. family

B. advertisers

C. retailers

D. manufacturers .

ANSWER: A

149. The first stage in the decision-making model is:

A. post purchase behaviour

B. identification of alternatives

C. evaluation of alternatives

D. need recognition.

ANSWER: D

150. Which of the following is not generally accepted as being part of the extended marketing mix for services?

A. Product.

B. Price.

C. Process.

D. Practice.

ANSWER: D

Staff Name

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