

National Testing Agency

Question Paper Name: Consumer Buyer Behaviour 09th November 2019 Shift 2
Subject Name: Consumer Buyer Behaviour
Creation Date: 2019-11-09 18:01:05
Duration: 180
Total Marks: 100
Display Marks: Yes

Consumer Buyer Behaviour

Group Number : 1
Group Id : 70959781
Group Maximum Duration : 0
Group Minimum Duration : 120
Revisit allowed for view? : No
Revisit allowed for edit? : No
Break time: 0
Group Marks: 100

Consumer Buyer Behaviour

Section Id : 70959782
Section Number : 1
Section type : Online
Mandatory or Optional: Mandatory
Number of Questions: 100
Number of Questions to be attempted: 100
Section Marks: 100
Display Number Panel: Yes
Group All Questions: No

Sub-Section Number: 1
Sub-Section Id: 70959791
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 7095978042 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The subject of consumer behaviour is an inter-disciplinary science that investigates the decision-making activities of individuals in their _____. Fill in the blank.

- Daily behaviour
- Consumption role
- Citizen role
- None of the above

Question Number : 2 Question Id : 7095978043 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

As a consumer you buy goods for self and family. However, as a Head of Purchase, Omnipresent Components Pvt. Ltd., you buy goods for your organization. At both the times, your buying considerations are different. You are a different nature of consumer. As a Head of Purchase, you are recognized as Responsible Consumer. True or False?

- False because he also buys for his personal use responsibly
- False as he is recognized as Organisational consumer
- False because in both cases, needs are different
- TRUE

Question Number : 3 Question Id : 7095978044 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Consumer behaviour is not constant, and it undergoes changes as individuals enter different life stages such as adolescence, graduate, matured married man / woman, mid-age, old age. Not only that but within each life stage they undergo changes due to incidences, experiences which are self-driven changes or changes induced / altered by third party through communication, sharing, demonstration and peer / societal pressure. Four forces are identified that drive the changes in consumer behaviour namely _____, socio culture, corporate activity – new products & promotions, and media boom.

- Envy
- Economic prosperity
- Peer groups
- Society

Question Number : 4 Question Id : 7095978045 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Awadh, Head-Marketing of FitHit Stripes Pvt Ltd. has determined his market segment to be health conscious individuals between the age group of 17 to 30 years in which sub-groups identified are students (college & post grads), working executive and professionals. He proposed to develop a marketing program for students' sub-group. This chosen group is classified as _____.

- Cluster group
- Target segment
- Potential group
- None of the above

Question Number : 5 Question Id : 7095978046 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Ajit, Head-Marketing serves in Architectural Paper manufacturing company. He realized that despite their consumers being almost alike in terms of needs, wants and desires and mostly similar demographic backgrounds, company was having different marketing approach for different groups. He wanted to scrape this method and propose one standardized product sets, with standardized marketing and pricing. Ajit is thus proposing _____ marketing strategy.

- Undifferentiated marketing strategy
- Collective marketing strategy
- Single market strategy
- Unified marketing strategy

Question Number : 6 Question Id : 7095978047 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Marketers use consumer research not only to determine their _____ but develop their effective segmentation strategies such as discover meaningful ways to divide their markets, design products to meet segmentation needs, and prepare segment specific promotion plans.

- a. Product mix
- b. Market plan
- c. Segmentation
- d. None

Question Number : 7 Question Id : 7095978048 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Marketers today needs to split one _____ market into two or more sub-markets based on their varying needs for targeting and effective covering.

- a. Heterogeneous
- b. Homogeneous
- c. Diverse
- d. None of the above

Question Number : 8 Question Id : 7095978049 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

One of the limitations of segmentation is that the product, promotion, price and place are all aligned to consumer needs. Thus, it is more impactful.

- a. TRUE
- b. False. It is one of the benefits
- c. False. It is not aligned to business objectives
- d. False. It is not aligned to profit orientation

Question Number : 9 Question Id : 7095978050 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Segmentation approach which looks at the inherent qualities of individuals like personality and _____ is identified as psychological segmentation.

- a. Physical structure
- b. Behavioural maturity
- c. Psychographic mindset
- d. None of the above

Question Number : 10 Question Id : 7095978051 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

You must have noticed that we may gift a cloth to our parents from nearby retail store, but we gift a branded cloth set to our girlfriend / wife from Myntra.com known for fashion trend setter. Our behaviour is thus in context to a particular usage situation. Marketers thus tap this behaviour by displaying their product as most suitable for the given usage occasion. Identify this approach to segmentation.

- a. Psychological segmentation
- b. User behaviour segmentation
- c. Lifestyle segmentation
- d. Behavioural segmentation

Question Number : 11 Question Id : 7095978052 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Major limitation of segmentation is that it ignores _____ individual differences as it is developed on similarities of profiling characteristics.

- a. Personal priorities
- b. People choices
- c. Product choices
- d. Individual differences

Question Number : 12 Question Id : 7095978053 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ is the set of methods used to identify consumer needs, for which the tool of this specific type of marketing research is used.

- a. Consumer wants
- b. Consumer research
- c. Consumer desire
- d. Consumer craving

Question Number : 13 Question Id : 7095978054 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The main process steps in any consumer research process include 1) Identifying the Marketing problem 2) Defining the research objective 3) Collecting and evaluating information 4) _____ construction 5) Collecting the information 6) Information analysis 7) Presenting the FINDINGS.

- a. Sampling
- b. Sampling unit
- c. Research plan
- d. Report content

Question Number : 14 Question Id : 7095978055 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ would be a derivative of your marketing problem.

- a. Equivalent
- b. Research objective/s
- c. Result
- d. None of the above

Question Number : 15 Question Id : 7095978056 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Research design is based on nature of information needed. If descriptive and _____ information is needed, then quantifiable research could be right.

- a. Quantifiable
- b. Qualitative
- c. Quanti-Quali
- d. None of the above

Question Number : 16 Question Id : 7095978057 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Shushma Suvama, Head-Marketing looking after whitening cream, is considering a research which will unearth psychological aspect prompting female from using whitening cream, behavioural aspect which can bring out triggers for first time purchase etc. This means she is applying _____ research.

- a. Qualitative
- b. Quantitative
- c. Quanti-Quali
- d. None of the above

Question Number : 17 Question Id : 7095978058 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Under sampling procedure, population is divided into different identifiable groups and if every member of the identifiable population group has a known and equal chance of selection, it is considered as _____.

- a. Equal opportunity sampling
- b. Convenience sampling
- c. Judgment sampling
- d. Stratified random sampling

Question Number : 18 Question Id : 7095978059 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ is one of the projective techniques under quantitative research design. Identify the technique by filling the blank.

- a. Focus group discussion
- b. In-depth interview
- c. Thematic appreciation test
- d. None of the above

Question Number : 19 Question Id : 7095978060 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Consumer research is relevant to each variable in the _____ - product, price, promotion and distribution.

- a. Management mix
- b. Product mix
- c. Corporate mix
- d. Marketing mix

Question Number : 20 Question Id : 7095978061 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Post objective finalisation, a search for _____ is carried out. It researches data available outside the organisation in public domain.

- a. Corporate information
- b. Marketing information
- c. Secondary information
- d. All of the given options

Question Number : 21 Question Id : 7095978062 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Generally, if research objectives set require the outcome in quantified terms like estimated demand, or the likely percentage shift towards a new product category, then _____ research is done.

- a. Exploratory
- b. Quantitative
- c. Explanatory
- d. Survey

Question Number : 22 Question Id : 7095978063 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Under one of the quantitative research methods, the role of an observer is known. Such technique is known as _____ technique.

- a. Undisguised
- b. Disguised
- c. Laboratory
- d. Field experiment

Question Number : 23 Question Id : 7095978064 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Under Sampling plan, the profile of person who can be considered as valid sample is a barometer for selection. This profile is known as _____.

- a. Personal profile
- b. Respondent profile
- c. Sample unit
- d. Sample Validation

Question Number : 24 Question Id : 7095978065 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

This scale is the most popular form of attitude measurement scale in which the respondent needs to give his agreement or disagreement. This scale is names as _____.

- a. Linear scale
- b. Opinion scale
- c. Agreement scale
- d. Likert scale

Question Number : 25 Question Id : 7095978066 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ research use clinical psychological methods to pull out emotional feelings because they are not easily revealed by consumers on direct questioning.

- a. Psychological
- b. Motivational
- c. Behavioural
- d. None of the given options

Question Number : 26 Question Id : 7095978067 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

As an individual, we have our own needs. All individuals have their specific needs – some are innate, and others are _____.

- a. Vague
- b. Expressible
- c. Required
- d. Acquired

Question Number : 27 Question Id : 7095978068 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

If we are hungry and looking for quick to get snacks wherein, we buy biscuits then it is a _____ but if we go for Burger King's Burger, it is a product-specific goal.

- a. General goal
- b. Generic goal
- c. Need based goal
- d. None of the above

Question Number : 28 Question Id : 7095978069 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Individuals are often not aware about their physiological needs than they are of their social or psychological needs.

- a. TRUE
- b. False. Often aware about all their physiological needs
- c. False. Aware only about their social needs
- d. False. You need to make individuals aware about all their needs

Question Number : 29 Question Id : 7095978070 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Aditi Govatri was a big fan of actress Asha Parekh. As life moved on, association got diminished. One fine day, she saw an advertisement in which Asha Parekh endorsing Pureratna Hair oil and got hooked on and purchased the same immediately. This nature of motive arousal is considered as _____.

- a. Psychological
- b. Behavioural
- c. Emotional
- d. Relational

Question Number : 30 Question Id : 7095978071 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

As per the Maslow's theory of needs any unfulfilled nature of needs can motivate individuals.

- a. TRUE
- b. False. Any unfulfilled need can motivate an individual
- c. False. Emotional motive can also motivate an individual
- d. False. Need translated in to want can motivate an individual

Question Number : 31 Question Id : 7095978072 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ in the Maslow's theory of needs has associated motivation triggers that marketers need to find out.

- a. Sequential order
- b. Functional order
- c. Behavioural order
- d. None of the given options

Question Number : 32 Question Id : 7095978073 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Doing the daughter's teenage entry birthday at the Taj Palace Hotel, with Rs. 10 lakhs worth of imported flowers, celebrity performances is a kind of _____ needs in Maslow's hierarchy of needs as it gives prestige, conveys success, gets you self-respect, and display power.

- a. Egoistic
- b. Physiological
- c. Social
- d. Self-esteem

Question Number : 33 Question Id : 7095978074 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

People with high affiliation needs tend to have a strong _____ on others and often adapt their purchase behaviour to the norms and standards of their reference groups.

- a. Peer pressure
- b. Personal dependence
- c. Social dependence
- d. None of the above

Question Number : 34 Question Id : 7095978075 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

There are numerous needs and motives which are universally characterised under either physiological, social and psychological needs or motives. _____ developed a list of numerous advertising appeals for adults, known as 44 human motives.

- a. David Aker
- b. Philip Kotler
- c. Daniel Starch
- d. Michael Porter

Question Number : 35 Question Id : 7095978076 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Under the concept of constantly evolving needs and goals, one example indicates that a person wears high end branded clothes which not only satisfies his basic need but also status need. This is recognised as _____.

- a. Goals vary among individuals
- b. Multiplicity of needs
- c. Goal influenced needs
- d. None of the given options

Question Number : 36 Question Id : 7095978077 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Need for friendship, education have been acquired by an individual by observing. Because acquired needs are psychological, they are considered as _____.

- Personal needs
- Psychological needs
- Secondary needs
- Primary needs

Question Number : 37 Question Id : 7095978078 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

An individual's personality has three distinct characteristics such as 1) _____ 2) personality is consistent and enduring and 3) Personality can change.

- Personality reflects individual differences
- Personality establishes an individual
- Personality is constant
- None of the given options

Question Number : 38 Question Id : 7095978079 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Amitabh Bachhan's personality has three distinct characteristics such as 1) Personality that reflects individual differences 2) _____ and 3) Personality can change.

- Personality is versatile
- Personality is consistent and enduring
- Changing personality
- None of the given options

Question Number : 39 Question Id : 7095978080 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

There are three theories related to personality a) Freudian theory b) Jungian (non-Freudian theory and c) _____.

- Fosters theory
- Trait theory
- Response theory
- None of the above

Question Number : 40 Question Id : 7095978081 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Neo-Freudian puts an individual into three personality groups namely 1) Compliant 2) _____ and 3) detached.

- Pro-active
- Straight forward
- Aggressive
- None of the above

Question Number : 41 Question Id : 7095978082 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Ashok Tulani has asked his marketing executives to put different personality traits under three different groups as per Neo-Freudian namely 1) _____ 2) Aggressive and 3) detached.

- a. Pro-active
- b. Compliant
- c. Aggressive
- d. None of the above

Question Number : 42 Question Id : 7095978083 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

House of Dosses are keen to understand the personalities of their consumers to avoid non-congruence i.e. being rejected. However, more understanding about four kinds of self-image is essentially needed. One of the kinds of self-image indicates that such consumers ideally would like to project him as what they like to be and thus classified as _____.

- a. Actual self-image
- b. Social self-image
- c. Ideal self-image
- d. Ideal social self-image

Question Number : 43 Question Id : 7095978084 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Over the decades, researchers have identified five personality factors popularly known as BIG FIVE – Sincerity, excitement, Competence, _____ and ruggedness.

- a. Physique
- b. Caring
- c. Youthfulness
- d. Sophistication

Question Number : 44 Question Id : 7095978085 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Over the decades, researchers have identified five personality factors popularly known as BIG FIVE. Brand personality can get created due to numerous factors such as say Salman Khan's endorsement gives a masculine personality to Luxe undergarments. These factors are classified as _____ factors.

- a. External
- b. Promotional
- c. Non-product
- d. Internal

Question Number : 45 Question Id : 7095978086 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Over the decades, researchers have identified five personality factors popularly known as BIG FIVE. Brand personality can get created due to numerous factors such as say Anil Kapoor endorsing PURO HEALTHY SALT having so many ingredients not present in any ordinary iodized salt giving the brand a quality persona. Such factors are classified as _____ factors.

- a. Internal
- b. Product
- c. Non-product
- d. Emotional

Question Number : 46 Question Id : 7095978087 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Psychographics, or lifestyle analysis, is a form of research in which a battery of statements are probed to capture the various aspects of a consumer's personality, buying motives, interest, _____, beliefs and values.

- a. Aptitudes
- b. Social class
- c. Purchasing power
- d. Psychographic

Question Number : 47 Question Id : 7095978088 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Psychographics, or lifestyle analysis, is a form of research in which a battery of statements are probed to capture the various aspects of a consumer's personality, _____, interest, social class, beliefs and values.

- a. Purchasing power
- b. Ability to purchase
- c. Buying motives
- d. Usage need

Question Number : 48 Question Id : 7095978089 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ are most likely to be qualitative in nature in which consumers are portrayed in terms of their usage motives and triggers and more.

- a. Psychographic profiles
- b. Demographic profile
- c. Behavioural profiles
- d. Motivational profiles

Question Number : 49 Question Id : 7095978090 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

VALS as a marketing tool helps businesses worldwide to develop and execute more effective strategies. The system identifies current and future opportunities by segmenting the consumer marketplace on the basis of personality traits that drive _____.

- a. Psychological mindset
- b. Consumer Behaviour
- c. Personal choices
- d. Family choices

Question Number : 50 Question Id : 7095978091 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

While designing advertisement of sports drink showing Virat Kohli, it is essential that footage is given to the sport drink as a product and/or the brand rather than the spokesperson Virat Kohli. This aspect under perceptual organization is known as _____.

- a. Figure and ground principle
- b. Grouping principle
- c. Closer principle
- d. None of the above

Question Number : 51 Question Id : 7095978092 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In our mind, ICECREAM brand's _____ is formed which is a collective representation of two attributes on which a brand is measured for two extreme values such as QUALITY:TASTE.

- a. Value
- b. Perceptual map
- c. Positioning
- d. Image

Question Number : 52 Question Id : 7095978093 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

While purchasing a BRANDED WATCH TAGHUER, people get carried away by the brand, show room looks, aesthetics and brand ambassador's appeal. Rather than thinking about the quality, purity aspects, they give importance to the not so connected aspects and take a decision. This is a perceptual error as the interpretation drawn is based on _____.

- a. Physical appearance
- b. First impression
- c. Irrelevant cues
- d. Stereo typing

Question Number : 53 Question Id : 7095978094 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Companies in a highly competitive marketplace to continue to isolate profitable market segments. _____ based isolation (or segmentation) is the next frontier being pursued by marketers.

- a. Physiological insights
- b. Psychographic insights
- c. Personal insights
- d. Utility insights

Question Number : 54 Question Id : 7095978095 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

There are three types of psychographic variables which gets covered. For understanding one of the variables, research looks at how a consumer spends time with self/family, involved in deciding etc. This psychographic variable is known as _____.

- a. Opinions
- b. Information
- c. Interest
- d. Activities

Question Number : 55 Question Id : 7095978096 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

HMC leading music company conducted the research among people of different age group, demographics, psychographics, but found that love for instrumental music is present across most of them. They thus decided to reach them to tap the market. Application of this psychographic analysis is considered for a) _____ or b) Promotion management.

- Preference segmentation
- Market segmentation
- Physical location decision
- None of the given options

Question Number : 56 Question Id : 7095978097 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Under VALS-Model 1 (Original module), consumers are divided into 9 lifestyle types. They are further sub-classified in two sub-sets. One of the sub-set covers Belonger, Emulator and Achiever. This sub-set is recognised as _____.

- Individual directed
- Social directed
- Inner directed
- Outer directed

Question Number : 57 Question Id : 7095978098 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Under VALS-Model 2, the main dimensions of the segmentation framework are primary motivations and resources. Primary motivation covers _____.

- Thinker, Achiever, Experiencers
- Believer, Strivers, Makers
- Ideals, Achievement, Self-Expression
- Thinker, Striver, Self-expression

Question Number : 58 Question Id : 7095978099 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ is any unit (product, brand, logo, advertisement etc.) of input to any of the senses to get desired attention and trigger action.

- Picture
- Stimulus
- Support
- Sign

Question Number : 59 Question Id : 7095978100 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Attitudes are an expression of inner feelings that reflect whether a person is _____ predisposed to some "object" (e.g., a brand, a service, a retail establishment).

- Likely or unlikely
- Perceptionally or behaviorally
- Emotionally or physically
- Favourably or unfavourably

Question Number : 60 Question Id : 7095978101 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Attitudes do not have a motivational quality, and thus they might not propel the consumer towards a particular behavior.

- False as attitude is learned thus can't motivate
- False as stimuli can only motivate
- False as it has motivational quality and can propel consumer
- TRUE

Question Number : 61 Question Id : 7095978102 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A consumer's emotions or feelings about a particular product or brand constitute the affective component of an attitude. These emotions and feelings are primarily evaluative in nature. They capture an individual's overall assessment of the _____, that is, the extent to which the individual rates the attitude-object as favourable or unfavourable.

- Personality object
- Attitude object
- Subjective object
- None of the above

Question Number : 62 Question Id : 7095978103 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The focus of Fishbein's attitude-towards-object model fails to measure attitudes towards a product or specific brands (i.e. the object).

- FALSE
- TRUE

Question Number : 63 Question Id : 7095978104 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

We can shift attitudes favorably towards an object, when there is a condition of _____ towards an object in question. Learning is a medium which can cause this shift or attitude formation.

- Blank attitude
- Passive attitude
- No attitude
- Evasive attitude

Question Number : 64 Question Id : 7095978105 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In marketing, the leading brands wish to _____ the positive attitudes of their consumers towards them.

- Modify
- Retain
- Alter
- Construct

Question Number : 65 Question Id : 7095978106 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Individuals can have different attitudes towards a particular behaviour, each corresponding to a

- _____.
- a. Particular product
 - b. Particular stimulus
 - c. Particular situation
 - d. Particular price

Question Number : 66 Question Id : 7095978107 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the context of a _____, spread of innovations within the market represents diffusion.

- a. Successful product
- b. Unsuccessful product
- c. Existing product
- d. New product

Question Number : 67 Question Id : 7095978108 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

According to (BAH), six categories of innovative products are there. Atul Electricals has recently introduced in-car beer can cooler that cools beer while car is driving. It was a first time ever by any company. This product innovation can be classified as _____.

- a. Technology breakthrough
- b. Significant improvement
- c. Modified product
- d. None of the given options

Question Number : 68 Question Id : 7095978109 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

There are various types of product-innovations and they have specific impact on consumer behavior and thus such product innovations are separately classified. If Morphy Richard introduces an auto-eject feature in one of its existing low cost toaster, which has the least disruptive influence on established patterns of consumer behavior, then such a product innovation is termed as _____.

- a. A dynamically continuous innovation
- b. A discontinuous innovation
- c. A continuous innovation
- d. A disruptive innovation

Question Number : 69 Question Id : 7095978110 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Purchase time is the result of being aware, the depth of his _____ needed, and how complex it is for him to get information, evaluate it and decide to adopt it or reject it.

- a. Evaluation
- b. Involvement
- c. Observation
- d. Sensitivity

Question Number : 70 Question Id : 7095978111 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the new product diffusion process, an individual consumer passes through different stages before arriving at a decision to try or not to try an available new product. In one of the stages consumers will _____ about how the innovation can benefit them only if initial information trigger is positive. This stage in the new product diffusion process is known as interest.

- a. Visit stores
- b. Obtain comparisons
- c. Seek trial
- d. Search for information

Question Number : 71 Question Id : 7095978112 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Consumer researchers felt a need to thus develop an all-inclusive model to overcome the limitations of the traditional adoption process. The innovation decision process was evolved with _____ of the revised adoption process model.

- a. 2 stages
- b. 3 stages
- c. 4 stages
- d. 5 stages

Question Number : 72 Question Id : 7095978113 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Gillette has range of male shaving line with razors, shaving gel. Now they introduced After shave for the post shaving use. This kind of new product introduction is classified as _____.

- a. New to the world
- b. New product line
- c. Product line addition
- d. Repositioned product

Question Number : 73 Question Id : 7095978114 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The word innovation as such has no specific definition but various approaches still exists to classify it namely firm-oriented, _____, market-oriented, and consumer-oriented.

- a. Place-oriented
- b. Product-oriented
- c. Promotion-oriented
- d. Extension-oriented

Question Number : 74 Question Id : 7095978115 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ is the selection of an action from two or more alternative choices.

- a. A choice
- b. A selection
- c. A decision
- d. A trial

Question Number : 75 Question Id : 7095978116 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

There are four consumer-related models of man. One of the category men is the one who seeks to solve his problems by seeking products and services which satisfy his needs and improve the quality of his life. His choices are governed by certain processes such as seeking information, evaluating and forming preferences. He is identified as _____.

- a. Economic man
- b. Cognitive man
- c. Passive man
- d. Emotional man

Question Number : 76 Question Id : 7095978117 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A _____ is the one who is subject to high pressure selling, marketing and promotional efforts of the organisation and yields to one of these pressures.

- a. Cognitive man
- b. Economic man
- c. Emotional man
- d. Passive man

Question Number : 77 Question Id : 7095978118 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

We know that there are 5 stages of consumer buying decision process. In one of the stages consumer realize what he should ideally have and what he has at present. It is a matter of _____. This stage is identified as problem recognition.

- a. Need gap
- b. Desire gap
- c. Gap perception
- d. None of the given options

Question Number : 78 Question Id : 7095978119 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In Harward-Seth model of consumer buyer behavior, the decision process is influenced by four major sets of variables. One of the variable deals with factors not part of the decision process in the model, but are improvements to the extent that they influence a buyer - status, relevance of the product, social class, personality traits. These differ from buyer to buyer. This variable state is classified as _____.

- a. Inputs
- b. Output
- c. Perceptual & Learning construct
- d. External variables

Question Number : 79 Question Id : 7095978120 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Under Schiffman-Kanuk Model of Consumer _____, the consumer cannot anticipate the consequences of their decision, and this is precisely known as the perceived risk.

- a. Evaluation making
- b. Selection making
- c. Decision making
- d. None of the given options

Question Number : 80 Question Id : 7095978121 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

On the departmental store's shelf, there may be 30, 40 brands of a beauty cream or 20, 30 brands of an alovera gels. But consumers do not take the time to examine every possible choice. Rather, they reduce their selection to a smaller set of options based on experienced exposure. Thus _____ consists of brands which a consumer considers while buying a brand in a specific product category.

- a. Cognitive set
- b. Evoked set
- c. Invoked set
- d. Inept set

Question Number : 81 Question Id : 7095978122 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In conventional marketing, the communication is one-way through mass media. In _____, it is one-to-one. It develops an interactive relationship.

- a. Retainer marketing
- b. Relationship marketing
- c. Digital marketing
- d. Customer Relationship Management

Question Number : 82 Question Id : 7095978123 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A consumer is defined as someone who acquires goods or services for _____ rather than for resale or use in production and manufacturing.

- a. Third party use
- b. Direct use or ownership
- c. Making own product
- d. None of the given options

Question Number : 83 Question Id : 7095978124 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Consumer protection is linked to the idea of social class and to the formation of _____, which help consumers make better choices in the marketplace and get help with consumer complaints.

- a. Consumer's personality
- b. Social class
- c. Consumer organisations
- d. Better choices

Question Number : 84 Question Id : 7095978125 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

One of the important objectives of Consumer Goods Society of India (CGSI) is not to promote active participation of companies and service providers in resolving consumer disputes.

- a. TRUE
- b. False as it strives to promote active participation of companies
- c. False as service providers are outside the ambit of CGSI
- d. False as CGSI looks only after consumer when face with any problem

Question Number : 85 Question Id : 7095978126 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In order to safeguard the consumer interest, six consumer rights were initially envisioned by consumer rights activists. One of the rights is that consumers have the right to know about the price, quality, and quantity etc. of the products. This right is termed as _____.

- a. Right to choose
- b. Right to redress
- c. Right to safety
- d. Right to information

Question Number : 86 Question Id : 7095978127 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Various malpractices mentioned above could be happening due to a _____, restrictive environment, and being unfair to consumers.

- a. Free environment
- b. Unrestricted environment
- c. Monopolistic situation
- d. Ineffective environment

Question Number : 87 Question Id : 7095978128 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In order to ensure that the operation of the economic system does not result in the _____ of economic power to the common detriment and thus an act namely MRTP Act 1969 was framed.

- a. Concentration
- b. Distribution
- c. Dissolution
- d. Disbursal

Question Number : 88 Question Id : 7095978129 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Consumer Protection Act is an Act of the Parliament of India enacted in 1986 to protect the interests of consumers in India. It makes provisions for the establishment of _____ consumer councils and other authorities for the settlement of consumers' disputes and for matters connected therewith.

- a. Consumer unions
- b. Consumer councils
- c. Consumer clubs
- d. Consumer associations

Question Number : 89 Question Id : 7095978130 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The most powerful consumer organization in India is the _____.

- a. CBCE
- b. CSEC
- c. CERC
- d. None of the given options

Question Number : 90 Question Id : 7095978131 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ is a social as well as economic order which encourages the buying of goods and services in ever-greater amounts.

- a. Socialism
- b. Consumerism
- c. Shopping fad
- d. Buyer behaviour

Question Number : 91 Question Id : 7095978132 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Malpractice refers to misconduct by an organisation in order to gain by means of _____, thereby depriving the consumer the full value for money paid.

- a. Unknown action
- b. Unwarranted action
- c. Unlawful actions
- d. Willful action

Question Number : 92 Question Id : 7095978133 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When goods are sold at a much higher price for providing a product in a specific condition (charging you higher for serving cold drinks duly chilled) is considered as which malpractice.

- a. Wrong weights & measures
- b. Illegal trading
- c. Misleading policy
- d. Black marketing

Question Number : 93 Question Id : 7095978134 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

One act developed to provide that the operation of economic system does not result in the concentration of economic power in few hands, is known as _____.

- a. Weights & measures act
- b. The Essentials Commodities act
- c. The Monopolies & Restrictive Trade Practices act
- d. The India Sale of Goods Act

Question Number : 94 Question Id : 7095978135 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

There are various types of unfair practices. One of the products making company claims certain benefits and assures removal of disease completely. But it is not on any valid foundation. Such unfair practice is classified as _____.

- a. Bargain price
- b. False representation
- c. Non-compliance of standards
- d. Willful lying

Question Number : 95 Question Id : 7095978136 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Customer _____ needs a service provider to understand the expressed, latent and unfulfilled needs of his customers for which the knowledge of consumer psychology is vital.

- a. Promotion offer
- b. Service design
- c. Delivery support
- d. Post purchase rules

Question Number : 96 Question Id : 7095978137 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

_____ is a process that creates benefits by facilitating a change in customers - a change in their physical possession or a change in their intangible assets.

- a. Warranty
- b. Social marketing
- c. Product
- d. Service

Question Number : 97 Question Id : 7095978138 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

This is also one of the crucial stages of popular five steps of consumer decision making process, where consumer's _____ with employee will take place, may be telephonically or through a web chat. How well organization's employee deals with him, determines whether the customer decides to utilise your service. This step is recognized as service consumption in consumer decision making process.

- a. Post-purchase evaluation
- b. Evaluation of competition
- c. Exchange of information
- d. Service encounter

Question Number : 98 Question Id : 7095978139 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In a dynamic scenario, where service production – delivery is happening simultaneously, there may be a possibility that the _____ could not be getting handled properly. As a result, there is a concept of 'Service Recovery' in service marketing.

- a. Product delivery
- b. Service delivery
- c. Service completion
- d. Service consumption

Question Number : 99 Question Id : 7095978140 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A _____ is usually defined as an instance wherein the customer and organisation come into contact with one another in a manner that gives the customer an opportunity to either form or change the impression about the firm.

- a. Buying moment
- b. Moment of delivery
- c. Moment of truth
- d. Moment of post purchase

Question Number : 100 Question Id : 7095978141 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Even in B2B (Business to Business) relationships, knowledge about _____ and how are they interlinked will certainly help.

- a. Desire-Rational-Utility
- b. Motivation-Needs-Goals
- c. Operation-Functionality-Utility
- d. None of the given options