

National Testing Agency

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Consumer Buying Behavior

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Consumer Buying Behavior

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Sub-Section Id :	899514114
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 8995146607 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

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

1. involvement
2. inter-disciplinary
3. investigation
4. none of the above

Options :

89951426060. 1
89951426061. 2
89951426062. 3
89951426063. 4

Question Number : 2 Question Id : 8995146608 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

_____ and technology development have necessarily made the product life cycle of various products shorter. To meet this challenge, marketers need to generate new product ideas, need understanding only possible through a research on consumer behaviour.

1. Environmental signals
2. Availability of substitute
3. Price inelasticity
4. Competitive pressure

Options :

89951426064. 1
89951426065. 2
89951426066. 3
89951426067. 4

Question Number : 3 Question Id : 8995146609 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Mayuri, owner of a start-up SME company with new age product decided to adopt a marketing strategy in which organization depends upon mass production, mass distribution and mass promotion to reap the benefits of the economies of scale. Mayuri is thus using which marketing strategy?

1. Offensive marketing
2. Scale based marketing operation
3. Undifferentiated marketing
4. Single marketing operation

Options :

89951426068. 1

89951426069. 2

89951426070. 3

89951426071. 4

Question Number : 4 Question Id : 8995146610 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

_____ is an integral part of understanding consumer behavior. Fill in the blank.

1. Consumer research
2. Behavior psychology research
3. Purchase pattern research
4. Decision making research

Options :

89951426072. 1

89951426073. 2

89951426074. 3

89951426075. 4

Question Number : 5 Question Id : 8995146611 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

We have different nature of 'consumers' under consumer buyer behavior. Where individuals are final consumers, they are known as _____. Fill in the blank.

1. Self-consumers
2. Pro-active consumers
3. Direct consumers
4. Personal Consumers

Options :

89951426076. 1
89951426077. 2
89951426078. 3
89951426079. 4

Question Number : 6 Question Id : 8995146612 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Marketers evolved a concept of _____, which offered them an opportunity to divide their total potential customer base into smaller, homogenous groups. Fill in the blank.

1. Marketing mix
2. Market segmentation
3. Target market
4. Differentiated market

Options :

89951426080. 1
89951426081. 2
89951426082. 3
89951426083. 4

Question Number : 7 Question Id : 8995146613 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Ampere TABS, making tablets, entering India has identified different segments as youth, office teams, educationist, professionals. It has decided to market in first phase to 'Youth' and 'Office teams' category audience. It will develop different marketing mix for both categories. Ampere TABS is adopting _____ strategy.

1. Diffusion strategy
2. Concentration strategy
3. Multi-segments strategy
4. Priority strategy

Options :

- 89951426084. 1
- 89951426085. 2
- 89951426086. 3
- 89951426087. 4

Question Number : 8 Question Id : 8995146614 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Shubro Garments Pvt Ltd planning to launch new tight stretch leggings for teenage girls. They have resorted to dip-stick survey and found that no two teens are showing similar buying behaviour despite the fact that they match as per demographic segmentation parameters. Madhuri, Head-Marketing thus decided that they will have to do additional psychographic analysis to supplement demographic segmentation parameters to evolve appropriately defined segments, which they can target well.

- 1. False. You can't segment market like this
- 2. False. Within the same homogenous segment, individuals may vary with different buying behaviour
- 3. False. There is nothing like psychographic analysis to derive segmentation aspects
- 4. TRUE

Options :

- 89951426088. 1
- 89951426089. 2
- 89951426090. 3
- 89951426091. 4

Question Number : 9 Question Id : 8995146615 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Proper mix of 'Reach & Frequency' in media plan will give you _____.

- 1. Awareness and acceptance
- 2. Stability of long-term sale
- 3. Sufficient volume and ROI
- 4. Accessibility to your target segment

Options :

- 89951426092. 1
- 89951426093. 2
- 89951426094. 3
- 89951426095. 4

Question Number : 10 Question Id : 8995146616 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Marketing research covers quantitative data, qualitative aspects; it also uses projective techniques to unearth psychological and behavioural aspects, concerned with consumers' buying behaviour.

1. True
2. False. It uses non projective techniques
3. False. It unearths only psychological aspects and not the behavioural aspects
4. False. It unearths only behavioural aspects and not the psychological aspects

Options :

- 89951426096. 1
- 89951426097. 2
- 89951426098. 3
- 89951426099. 4

Question Number : 11 Question Id : 8995146617 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Sanjana, heading marketing department of an Electric Vehicle manufacturing company, wants to have projection of EV two-wheelers demands to plan for their investment in a new plant to manufacture new generation two wheelers EV. Thus, nature of marketing research she needs to use is _____.

1. Quantitative research technique
2. Qualitative research technique
3. Quanti-quali research technique
4. Exploratory research

Options :

- 89951426100. 1
- 89951426101. 2
- 89951426102. 3
- 89951426103. 4

Question Number : 12 Question Id : 8995146618 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Post collection of secondary data, it needs to be scanned for exhaustiveness to meet our need, relevance and analyzed to check whether _____ can be taken to get an answer for the specific marketing problem on hand.

1. Any marketing actions
2. Any concluding decision
3. Any inference
4. Any opinion

Options :

89951426104. 1
89951426105. 2
89951426106. 3
89951426107. 4

Question Number : 13 Question Id : 8995146619 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The only problem with sales orientation is that it does not take into account _____. Impact of post-purchase buyer behavior is ignored at the cost of repeat or referral purchases from the same customer. Fill in the blank.

1. Need development
2. Customer development
3. Consumer satisfaction
4. Demand elasticity

Options :

89951426108. 1
89951426109. 2
89951426110. 3
89951426111. 4

Question Number : 14 Question Id : 8995146620 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Consumer behavior principles can be included in each step of the _____ process. Fill in the blank.

1. Business development
2. Strategic market planning
3. Market development
4. None of the above

Options :

89951426112. 1
89951426113. 2
89951426114. 3
89951426115. 4

**Question Number : 15 Question Id : 8995146621 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Arti Shetty, Marketing Manager at FMCG company wanting to understand how consumers go about selecting herbal spread. Arti have recognized that the best way to gain an in-depth understanding into the relationship between people and products is by watching them in the REAL PROCESS of buying and using products. Arti seems to be planning to conduct quantitative research using _____ method.

1. Observation method
2. Experimental method
3. Survey method
4. Focus group discussion method

Options :

89951426116. 1
89951426117. 2
89951426118. 3
89951426119. 4

**Question Number : 16 Question Id : 8995146622 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0**

Bharat Free Pay, mobile wallet company, wants to expand coverage among individuals thus conducting a research at an all India level. They want to meet sample unit which belongs to higher middle class, affluent class either working or professionals. Thus, the population is divided into mutually exclusive groups (such as income groups, working groups), and random samples are drawn from each group. Way in which sample can be drawn is known as _____.

1. Equal opportunity sampling
2. Convenience sampling
3. Simple random sampling
4. Stratified random sampling

Options :

89951426120. 1
89951426121. 2
89951426122. 3
89951426123. 4

Question Number : 17 Question Id : 8995146623 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Phoenix Mall conducting a research on consumer perceptions and facilities they provide. To uncover consumer views on different aspects, agency has developed questionnaire which has few question in which number of specific attributes (not the statements) are asked in a manner that answer has bipolar adjectives route (namely good/bad, liked/disliked) and allows more deeper depth as it can be made as 5 point differently to really uncover the consumers' mind e.g. – 'Walkway within a mall – spacious / narrow or alternatively 'At the mall you have an access to widest brand range – true / false'. In both cases, a respondent needs to choose only one of the options given. This nature of question is known as _____.

1. The Semantic Differential scale
2. Rank-order scale
3. The Likert scales
4. Bi-Polar scale

Options :

89951426124. 1
89951426125. 2
89951426126. 3
89951426127. 4

Question Number : 18 Question Id : 8995146624 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

There are different types of experimental methods. One of the methods, in which behaviour is observed at different stages in the process of growth, is known as _____. Fill in the blank.

1. Survey method
2. Method of systematic observation
3. Clinical case study method
4. Developmental method

Options :

89951426128. 1
89951426129. 2
89951426130. 3
89951426131. 4

Question Number : 19 Question Id : 8995146625 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is described as the driving force within individuals that impels them to action. Driving force as a state of tension exists as the result of an unfilled need.

1. Desire
2. Wants
3. Motivation
4. Need

Options :

89951426132. 1
89951426133. 2
89951426134. 3
89951426135. 4

Question Number : 20 Question Id : 8995146626 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Innate needs such as the needs for food, water, and air, for shelter, for clothing and for sex needs to be fulfilled for survival they are considered as _____.

1. Preliminary needs
2. Permanent needs
3. Persuasive needs
4. Primary needs

Options :

89951426136. 1

89951426137. 2

89951426138. 3

89951426139. 4

Question Number : 21 Question Id : 8995146627 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

As an individual, we may prefer to hire an auto/cab instead of buying a motorcycle to fulfil our safety need. We were driven away from motorcycles due to factors such as bike accidents or reported increasing number of road deaths due to motorcycles. Identify the nature of motivation.

1. Fearful motivation
2. Negative motivation
3. Positive motivation
4. Monitorable motivation

Options :

89951426140. 1

89951426141. 2

89951426142. 3

89951426143. 4

Question Number : 22 Question Id : 8995146628 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

There are biological needs which we need to continuously satisfy such as hunger and thirst besides emotional needs like love, security and self-satisfaction. While you are hungry, food should be sufficient, but even there we need variety. Such a scenario conveys that _____.

1. New needs emerge as old gets satisfied
2. Needs are never fully satisfied
3. For every unfulfilled need, there is a substitute goal
4. None of the given options

Options :

89951426144. 1

89951426145. 2

89951426146. 3

89951426147. 4

Question Number : 23 Question Id : 8995146629 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Critics have been talking about need for Dhoni to contemplate retirement whenever his performance was not up to a mark. But Dhoni kept pursuing playing best of his cricket desire to fulfil his full potential – to play what he is capable of playing at his full potential. This behaviour as per Maslow's hierarchy theory is classified as _____ needs.

1. Physiological
2. Egoistic
3. Social
4. Self-actualisation

Options :

89951426148. 1
89951426149. 2
89951426150. 3
89951426151. 4

Question Number : 24 Question Id : 8995146630 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Marketers always want to evolve different ways to segment their market to create competitive differentiation. One distinct approach popular among the marketers is segmentation based on INDIVIDUAL TRAITS. Belief that supports this is that consumers' purchase decisions is a reflection of their unique _____.

1. Attitudes
2. Perceptions
3. Personalities
4. Cultural exposure

Options :

89951426152. 1
89951426153. 2
89951426154. 3
89951426155. 4

Question Number : 25 Question Id : 8995146631 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Personality is thus a useful consumer behaviour concept because it enables us to categorize people into different groups on the basis of a single trait or a few traits.

1. False as you can't target market based on few identifiable traits
2. False as segmentation is all about identifying uniform buying traits
3. False as personality characterization is different from segmentation
4. TRUE

Options :

89951426156. 1

89951426157. 2

89951426158. 3

89951426159. 4

Question Number : 26 Question Id : 8995146632 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Neo-Freudian puts an individual into three personality groups. Individuals in one such group desire to have love, be loved and want appreciation to be in harmony with societal decorum and code of conduct. He thus prefers brand names, brushes twice a day, uses mouth wash and likewise. Identify the group.

1. Straight forward
2. Compliant
3. Pro-active
4. None of the given options

Options :

89951426160. 1

89951426161. 2

89951426162. 3

89951426163. 4

Question Number : 27 Question Id : 8995146633 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Brand _____ consists of a set of characteristics for which it is recognized and recalled. This gives it a feasibility to enter the human mind in the form of a specific brand position.

1. Promise
2. Identity
3. Personality
4. Perception

Options :

89951426164. 1
89951426165. 2
89951426166. 3
89951426167. 4

Question Number : 28 Question Id : 8995146634 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Over the decades, researchers have identified five personality factors popularly known as BIG FIVE. Based on traits you depict, brand's personality emerges. Raymond's which always shows handsome male with attractive girl amidst rich surroundings, with ultra-modern trending fashion in its commercials thereby conveying _____ aspect of brand personality.

1. Sophistication
2. Sincerity
3. Competence
4. Ruggedness

Options :

89951426168. 1
89951426169. 2
89951426170. 3
89951426171. 4

Question Number : 29 Question Id : 8995146635 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In psychographic studies, consumers are usually asked to reveal their personal or their family's reactions to a variety of statements which covers personal statements, family statements, general statements and _____ statements.

1. Satisfaction statements
2. Attitude statements
3. Product-specific statements
4. Service statements

Options :

89951426172. 1
89951426173. 2
89951426174. 3
89951426175. 4

Question Number : 30 Question Id : 8995146636 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

The VALS 1 typology classified the American population into four general consumer groups. One of the groups covers people who often are more motivated by personal needs than by the expectations of others and thus classified as _____.

1. Need driven
2. Outer-directed
3. Inner-directed
4. Integrated

Options :

89951426176. 1
89951426177. 2
89951426178. 3
89951426179. 4

Question Number : 31 Question Id : 8995146637 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

Two dimensions of VALS 2 theory provide us lethal combination of different segments. Consumers driven by demonstrating success to their peers are motivated primarily by achievement. These consumers include group called _____.

1. Achievers and strivers
2. Thinkers and Believers
3. Experiencers and makers
4. Innovators

Options :

89951426180. 1
89951426181. 2
89951426182. 3
89951426183. 4

Question Number : 32 Question Id : 8995146638 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

Although most individuals have five different sensory receptors, they may not be able to sense everything around them equally. It depends on the strength of each individuals' receptors and the level. This level is termed as _____ in consumer behaviour.

1. Quantum
2. Power
3. Threshold
4. Throttle

Options :

89951426184. 1
89951426185. 2
89951426186. 3
89951426187. 4

Question Number : 33 Question Id : 8995146639 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

We are able to notice the advertisement of soft drink in summer, but we may skip the advertisement of room-warmer during summer. This in perception mechanism is known as _____.

1. Selective attention
2. Unnoticed exposure
3. Need driven exposure
4. Selective exposure

Options :

89951426188. 1
89951426189. 2
89951426190. 3
89951426191. 4

Question Number : 34 Question Id : 8995146640 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

When a stimulus (person, place, thing etc.) is perceived on the basis of a single trait, it is referred to as a _____ under perceptual errors which individuals make based on perception interpretations.

1. Interpretations
2. Halo effect
3. Inference
4. Imaginations

Options :

89951426192. 1

89951426193. 2

89951426194. 3

89951426195. 4

Question Number : 35 Question Id : 8995146641 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Whenever consumers are asked whether they like or dislike Mahindra KUV100, pre-sales and during the sale service at the Mahindra dealership, an advertising theme, consumers are being asked to express their _____.

1. Perception
2. Belief
3. Dislikes
4. Attitudes

Options :

89951426196. 1

89951426197. 2

89951426198. 3

89951426199. 4

Question Number : 36 Question Id : 8995146642 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The first component of the tri-component attitude model consists of a person's cognitions; that is, the knowledge and _____ that are acquired by a combination of direct experience with the attitude-object and related information from various sources.

1. Behaviour
2. Situation
3. Learning
4. Perceptions

Options :

89951426200. 1

89951426201. 2

89951426202. 3

89951426203. 4

Question Number : 37 Question Id : 8995146643 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In marketing and consumer research, the _____ is frequently treated as an expression of the consumer's intention to buy. Buyer intention scales are employed to assess the likelihood of a consumer purchasing a product or behaving in a certain way.

1. Cognitive component
2. Conative component
3. Affective component
4. Ineffective component

Options :

89951426204. 1

89951426205. 2

89951426206. 3

89951426207. 4

Question Number : 38 Question Id : 8995146644 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Attitude formation is highly influenced by family, peer and groups, personal experience, direct marketing and mass media and above all _____.

1. Personality
2. Values
3. Lifestyle
4. Belief

Options :

89951426208. 1

89951426209. 2

89951426210. 3

89951426211. 4

Question Number : 39 Question Id : 8995146645 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In every market there are enthusiastic consumers who are always eager to grab any new products that enter the market and are known as _____.

1. Prime movers
2. Risk takers
3. Consumer innovators
4. Pro-active

Options :

89951426212. 1
89951426213. 2
89951426214. 3
89951426215. 4

Question Number : 40 Question Id : 8995146646 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

All new products may not have an equal probability of consumer acceptance. Some get fast acceptance, some take time. There are five characteristics that seem to influence consumer acceptance of new products advertising. Aquaguard UV -3 water filter creates notion among its consumers that it is better than Aquaguard UV-2, thus this influencing characteristic is identified as _____.

1. Relative advantage
2. Compatibility
3. Complexity
4. Trialability

Options :

89951426216. 1
89951426217. 2
89951426218. 3
89951426219. 4

Question Number : 41 Question Id : 8995146647 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

There are five adopters' categories for any innovation diffusion. One of the categories adopts a new product out of necessity and their adoption goes un-noticed. It is thus also considered as a skeptical group that adopts a new product out of social pressure or necessity. They are known as _____.

1. Innovators
2. Early minority
3. Late majority
4. Slow movers

Options :

89951426220. 1
89951426221. 2
89951426222. 3
89951426223. 4

Question Number : 42 Question Id : 8995146648 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

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

1. Information seeking
2. Evaluation of alternatives
3. Problem recognition
4. None of the given options

Options :

89951426224. 1
89951426225. 2
89951426226. 3
89951426227. 4

Question Number : 43 Question Id : 8995146649 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

The types of purchases give rise to three types of buyer behaviours. It changes based on nature and type of buying. In one of the types of buying behaviour for ELECTRIC CAR from Maruti, the consumer needs to get into extensive information such as what is a hybrid car, how it is better, what has Maruti done before introducing it and more. This type of behaviour is termed as _____.

1. Limited problem solving behaviour
2. Extended problem solving behaviour
3. Reutilized Response behaviour
4. Further utilized response behaviour

Options :

89951426228. 1
89951426229. 2
89951426230. 3
89951426231. 4

Question Number : 44 Question Id : 8995146650 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

On the departmental store's shelf, there may be 30, 40 brands of a shampoo or 20, 30 brands of a toothpaste. 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.

1. Cognitive set
2. Invoked set
3. Evoked set
4. Inept set

Options :

89951426232. 1
89951426233. 2
89951426234. 3
89951426235. 4

Question Number : 45 Question Id : 8995146651 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ is a group of laws and organizations designed to ensure the right of consumers as well as fair trade, competition and accurate information in the marketplace.

1. Trademark
2. Consumer protection
3. Patent
4. Indian penal code

Options :

89951426236. 1
89951426237. 2
89951426238. 3
89951426239. 4

Question Number : 46 Question Id : 8995146652 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Consumer protection laws are designed to ensure _____ and a free flow of truthful information in the marketplace.

1. Prevention of frauds
2. Fair trade competition
3. Limiting monopoly
4. Quality of goods

Options :

- 89951426240. 1
- 89951426241. 2
- 89951426242. 3
- 89951426243. 4

Question Number : 47 Question Id : 8995146653 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Consumer protection means safeguarding the interest and rights of consumers against most common business malpractices leading to consumer exploitation. One such malpractice is to create scarcity and later sell the goods at much higher and thus such unfair practice is as _____.

- 1. Hoarding
- 2. Black marketing
- 3. Forced premium
- 4. Price Manipulation

Options :

- 89951426244. 1
- 89951426245. 2
- 89951426246. 3
- 89951426247. 4

Question Number : 48 Question Id : 8995146654 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The term "consumer movement" refers to only non-profit advocacy groups and grass root activism to promote consumer interest by reforming the practices of corporations or policies of government, so the "consumer movement" is a subset of the discipline of "_____".

- 1. Consumerism
- 2. Consumer revolution
- 3. Protectionism
- 4. Socialism

Options :

- 89951426248. 1
- 89951426249. 2
- 89951426250. 3
- 89951426251. 4

Question Number : 49 Question Id : 8995146655 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Restrictive environment
2. Unrestricted environment
3. Ineffective environment
4. Volatile environment

Options :

89951426252. 1
89951426253. 2
89951426254. 3
89951426255. 4

Question Number : 50 Question Id : 8995146656 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The Indian Sale of Goods Act proclaims the principle of ' _____ ', which puts the onus of judicious selection on the buyer.

1. Care what you buy
2. Care it Empty
3. Care yourself
4. Caveat Emptor

Options :

89951426256. 1
89951426257. 2
89951426258. 3
89951426259. 4

Question Number : 51 Question Id : 8995146657 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Invisible possession
2. Inexpressible experience
3. Need state
4. Intangible assets

Options :

- 89951426260. 1
- 89951426261. 2
- 89951426262. 3
- 89951426263. 4

Question Number : 52 Question Id : 8995146658 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

- 1. Service Break-down
- 2. Service Recovery
- 3. Break-down recovery
- 4. Service consumption

Options :

- 89951426264. 1
- 89951426265. 2
- 89951426266. 3
- 89951426267. 4

Question Number : 53 Question Id : 8995146659 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In a specific case, where the service provider is able to exceed the customer's expectations creating a bond with the brand, and thus they become regular and loyal and will not easily shift to other brands. In such a case it is said that you have achieved _____.

- 1. Customer satisfaction
- 2. Customer dissatisfaction
- 3. Customer delight
- 4. Customer engagement

Options :

- 89951426268. 1
- 89951426269. 2
- 89951426270. 3
- 89951426271. 4

Question Number : 54 Question Id : 8995146660 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Purchase in B2B environment are _____ but handled by individuals.

1. Complex
2. Rational
3. Sensitive
4. Moderated

Options :

89951426272. 1
89951426273. 2
89951426274. 3
89951426275. 4

Question Number : 55 Question Id : 8995146661 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Various instances which can bring small delights at regular intervals could constitute _____ – reception, furnishing information, and more at the different levels.

1. Star experience
2. A moment of truth
3. A moment of reconciliation
4. Delightful experience

Options :

89951426276. 1
89951426277. 2
89951426278. 3
89951426279. 4

Question Number : 56 Question Id : 8995146662 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Popular steps of consumer decision making process can be also applied for service marketing. Service marketers need to know that consumer decision making starts with 1) Need Recognition 2) Information search 3) _____ 4) Purchase and 5) Post purchase valuation.

1. Information analysis
2. Evaluating features
3. Evaluation of alternatives
4. Evaluating value for money

Options :

- 89951426280. 1
- 89951426281. 2
- 89951426282. 3
- 89951426283. 4

Question Number : 57 Question Id : 8995146663 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Shweta, Head-Marketing of FitHit Stripes Pvt Ltd. has determined her market segment to be health conscious individuals between the age group of 20 to 35 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 _____.

- 1. Cluster group
- 2. Target segment
- 3. Potential group
- 4. None of the above

Options :

- 89951426284. 1
- 89951426285. 2
- 89951426286. 3
- 89951426287. 4

Question Number : 58 Question Id : 8995146664 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

- 1. Product mix
- 2. Market plan
- 3. Segmentation
- 4. Communication stimuli

Options :

- 89951426288. 1
- 89951426289. 2
- 89951426290. 3
- 89951426291. 4

Question Number : 59 Question Id : 8995146665 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

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

1. TRUE
2. False. It is one of the limitations
3. False. It is not aligned to business objectives
4. False. It is not aligned to profit orientation

Options :

- 89951426292. 1
- 89951426293. 2
- 89951426294. 3
- 89951426295. 4

Question Number : 60 Question Id : 8995146666 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
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.

1. Psychological segmentation
2. Lifestyle segmentation
3. Behavioural segmentation
4. User behaviour segmentation

Options :

- 89951426296. 1
- 89951426297. 2
- 89951426298. 3
- 89951426299. 4

Question Number : 61 Question Id : 8995146667 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

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

1. Consumer psychology
2. Consumer needs
3. Consumer desires
4. Consumer perception

Options :

89951426300. 1

89951426301. 2

89951426302. 3

89951426303. 4

Question Number : 62 Question Id : 8995146668 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

_____ would be a derivative of your marketing problem.

1. Equivalent
2. Research objective/s
3. Result
4. Sampling unit

Options :

89951426304. 1

89951426305. 2

89951426306. 3

89951426307. 4

Question Number : 63 Question Id : 8995146669 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Aniket Singh, Head-Marketing looking after man's fairness cream is considering a research which will unearth psychological aspect preventing male from using fairness cream, behavioural aspect which can bring out triggers for first time purchase etc. This means he is applying _____ research.

1. Qualitative
2. Quantitative
3. Quanti-Quali
4. Pshyco-behavioural

Options :

89951426308. 1

89951426309. 2

89951426310. 3

89951426311. 4

Question Number : 64 Question Id : 8995146670 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Focus group discussion
2. In-depth interview
3. Thematic appreciation test
4. Likert scale

Options :

89951426312. 1

89951426313. 2

89951426314. 3

89951426315. 4

Question Number : 65 Question Id : 8995146671 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____, a search for secondary information is carried out. It researches data available outside the organization in public domain.

1. Post budget finalization
2. Post sampling finalization
3. Post hypothesis finalization
4. Post objective finalization

Options :

89951426316. 1

89951426317. 2

89951426318. 3

89951426319. 4

Question Number : 66 Question Id : 8995146672 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Under one of the _____, the role of an observer is known. This technique is known as undisguised technique.

1. Quanti-Quali research methods
2. Qualitative research methods
3. Quantitative research methods
4. Behavioural research methods

Options :

89951426320. 1

89951426321. 2

89951426322. 3

89951426323. 4

Question Number : 67 Question Id : 8995146673 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

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 named as _____.

1. Linear scale
2. Opinion scale
3. Agreement scale
4. Likert scale

Options :

89951426324. 1

89951426325. 2

89951426326. 3

89951426327. 4

Question Number : 68 Question Id : 8995146674 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

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

1. Innate
2. Expressible
3. Required
4. Psychological

Options :

89951426328. 1

89951426329. 2

89951426330. 3

89951426331. 4

Question Number : 69 Question Id : 8995146675 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Individuals are often aware about their physiological needs than they are of their social or psychological needs.

1. TRUE
2. False. Often not aware about all their physiological needs
3. False. Aware only about their social needs
4. False. You need to make individuals aware about all their needs

Options :

89951426332. 1

89951426333. 2

89951426334. 3

89951426335. 4

Question Number : 70 Question Id : 8995146676 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

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

1. TRUE
2. False. Any unfulfilled need can motivate an individual
3. False. Any Emotional motive can also motivate an individual
4. False. Need translated in to want can motivate an individual

Options :

89951426336. 1

89951426337. 2

89951426338. 3

89951426339. 4

Question Number : 71 Question Id : 8995146677 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Doing the son's graduation completion party at the Hamilton Hotel, with Rs. 12 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.

1. Egoistic
2. Physiological
3. Social
4. Self-esteem

Options :

89951426340. 1
89951426341. 2
89951426342. 3
89951426343. 4

Question Number : 72 Question Id : 8995146678 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. David Aker
2. Philip Kotler
3. Daniel Starch
4. Michael Porter

Options :

89951426344. 1
89951426345. 2
89951426346. 3
89951426347. 4

Question Number : 73 Question Id : 8995146679 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

1. Primary needs
2. Secondary needs
3. Personal needs
4. Psychological needs

Options :

89951426348. 1
89951426349. 2
89951426350. 3
89951426351. 4

Question Number : 74 Question Id : 8995146680 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Personality is versatile
2. Personality that reflects individual differences
3. Changing personality
4. Personality is relative

Options :

89951426352. 1
89951426353. 2
89951426354. 3
89951426355. 4

Question Number : 75 Question Id : 8995146681 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Pro-active
2. Straight forward
3. Compliant
4. None of the above

Options :

89951426356. 1
89951426357. 2
89951426358. 3
89951426359. 4

Question Number : 76 Question Id : 8995146682 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Idali House 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 _____.

1. Actual self-image
2. Ideal self-image
3. Social self-image
4. Ideal social self-image

Options :

89951426360. 1

89951426361. 2

89951426362. 3

89951426363. 4

Question Number : 77 Question Id : 8995146683 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

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 Vivek Dhawan's endorsement gives a romantic personality to Luxe undergarments. These factors are classified as _____ factors.

1. External
2. Promotional
3. Internal
4. Non-product

Options :

89951426364. 1

89951426365. 2

89951426366. 3

89951426367. 4

Question Number : 78 Question Id : 8995146684 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

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

1. Aptitudes
2. buying motives
3. Purchasing power
4. Psychographic

Options :

89951426368. 1
89951426369. 2
89951426370. 3
89951426371. 4

Question Number : 79 Question Id : 8995146685 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Personal motives
2. Application motives
3. Usage motives
4. Monetary motives

Options :

89951426372. 1
89951426373. 2
89951426374. 3
89951426375. 4

Question Number : 80 Question Id : 8995146686 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

1. Figure and ground principle
2. Grouping principle
3. Closer principle
4. None of the above

Options :

89951426376. 1
89951426377. 2
89951426378. 3
89951426379. 4

Question Number : 81 Question Id : 8995146687 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

While purchasing a BRANDED SWAROSKI JEWELLERY, 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 _____.

1. Physical appearance
2. Irrelevant cues
3. First impression
4. Stereo typing

Options :

89951426380. 1
89951426381. 2
89951426382. 3
89951426383. 4

Question Number : 82 Question Id : 8995146688 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

1. Opinions
2. Information
3. Activities
4. Interest

Options :

89951426384. 1
89951426385. 2
89951426386. 3
89951426387. 4

Question Number : 83 Question Id : 8995146689 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

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 Belonged, Emulator and Achiever. This sub-set is recognized as _____.

1. Individual directed
2. Social directed
3. Outer directed
4. Inner directed

Options :

89951426388. 1
89951426389. 2
89951426390. 3
89951426391. 4

Question Number : 84 Question Id : 8995146690 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

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.

1. Picture
2. Stimulus
3. Support
4. Sign

Options :

89951426392. 1
89951426393. 2
89951426394. 3
89951426395. 4

Question Number : 85 Question Id : 8995146691 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

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

1. False as attitude is learned thus can't motivate
2. False as stimuli can only motivate
3. False as it does not have motivational quality and can propel consumer
4. TRUE

Options :

- 89951426396. 1
- 89951426397. 2
- 89951426398. 3
- 89951426399. 4

Question Number : 86 Question Id : 8995146692 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

- 1. FALSE
- 2. TRUE

Options :

- 89951426400. 1
- 89951426401. 2

Question Number : 87 Question Id : 8995146693 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

- 1. Modify
- 2. Alter
- 3. Retain
- 4. Construct

Options :

- 89951426402. 1
- 89951426403. 2
- 89951426404. 3
- 89951426405. 4

Question Number : 88 Question Id : 8995146694 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Successful product
2. New product
3. Unsuccessful product
4. Existing product

Options :

89951426406. 1
89951426407. 2
89951426408. 3
89951426409. 4

Question Number : 89 Question Id : 8995146695 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 PHILIPS 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 _____.

1. A dynamically continuous innovation
2. A continuous innovation
3. A discontinuous innovation
4. A disruptive innovation

Options :

89951426410. 1
89951426411. 2
89951426412. 3
89951426413. 4

Question Number : 90 Question Id : 8995146696 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Visit stores
2. Obtain comparisons
3. Search for information
4. Seek trial

Options :

- 89951426414. 1
- 89951426415. 2
- 89951426416. 3
- 89951426417. 4

Question Number : 91 Question Id : 8995146697 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

- 1. New to the world
- 2. Product line addition
- 3. Modifying Product line
- 4. Repositioned product

Options :

- 89951426418. 1
- 89951426419. 2
- 89951426420. 3
- 89951426421. 4

Question Number : 92 Question Id : 8995146698 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A passive man is the one who is subject to _____, marketing and promotional efforts of the organization and yields to one of these pressure.

- 1. Referral
- 2. Personal selling
- 3. Direct marketing
- 4. High pressure selling

Options :

- 89951426422. 1
- 89951426423. 2
- 89951426424. 3
- 89951426425. 4

Question Number : 93 Question Id : 8995146699 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

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 a aloe Vera gel. 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.

1. Cognitive set
2. Evoked set
3. Invoked set
4. Inept set

Options :

89951426426. 1
89951426427. 2
89951426428. 3
89951426429. 4

Question Number : 94 Question Id : 8995146700 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

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.

1. Influencer
2. Buyer
3. Consumer
4. Decision maker

Options :

89951426430. 1
89951426431. 2
89951426432. 3
89951426433. 4

Question Number : 95 Question Id : 8995146701 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

One of the important objectives of Consumer Goods Society of India (CGSI) is to promote active participation of companies and service providers in resolving consumer disputes.

1. TRUE
2. False as it does not strive to promote active participation of companies
3. False as service providers are outside the ambit of CGSI
4. False as CGSI looks only after consumer when face with any problem

Options :

- 89951426434. 1
- 89951426435. 2
- 89951426436. 3
- 89951426437. 4

Question Number : 96 Question Id : 8995146702 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Various malpractices could be happening due to a monopolistic situation, _____, and being unfair to consumers.

- 1. Free environment
- 2. Unrestricted environment
- 3. restrictive environment
- 4. Ineffective environment

Options :

- 89951426438. 1
- 89951426439. 2
- 89951426440. 3
- 89951426441. 4

Question Number : 97 Question Id : 8995146703 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

- 1. Consumer councils
- 2. Consumer unions
- 3. Consumer clubs
- 4. Consumer associations

Options :

- 89951426442. 1
- 89951426443. 2
- 89951426444. 3
- 89951426445. 4

Question Number : 98 Question Id : 8995146704 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Socialism
2. Consumerism
3. Shopping fad
4. Buyer behaviour

Options :

89951426446. 1
89951426447. 2
89951426448. 3
89951426449. 4

Question Number : 99 Question Id : 8995146705 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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?

1. Wrong weights & measures
2. Illegal trading
3. Black marketing
4. Over charging

Options :

89951426450. 1
89951426451. 2
89951426452. 3
89951426453. 4

Question Number : 100 Question Id : 8995146706 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Service
2. Warranty
3. Social marketing
4. Product

Options :

89951426454. 1

89951426455. 2

89951426456. 3

89951426457. 4