

# National Testing Agency

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## Consumer Buying Behavior

<b>Group Number :</b>	1
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## Consumer Buying Behavior 1

<b>Section Id :</b>	864351505
<b>Section Number :</b>	1
<b>Section type :</b>	Online
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**Section Marks :** 100  
**Mark As Answered Required? :** Yes  
**Sub-Section Number :** 1  
**Sub-Section Id :** 864351541  
**Question Shuffling Allowed :** Yes

**Question Number : 1 Question Id : 8643518204 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
Correct Marks : 1 Wrong Marks : 0**

Consumer behaviour is an inter-disciplinary science that investigates the decision-making activities of individuals in their \_\_\_\_\_.

1. Daily behaviour
2. Consumption role
3. Citizen role
4. None of the above

**Options :**

- 86435125131. 1
- 86435125132. 2
- 86435125133. 3
- 86435125134. 4

**Question Number : 2 Question Id : 8643518205 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No  
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 consumer of a different nature. As a Head of Purchase, you are recognized as Responsible Consumer. True or False?

1. False because you also buy for your personal use responsibly
2. False as you are recognized as an Organisational Consumer
3. False because in both cases, the needs are different
4. TRUE

**Options :**

- 86435125135. 1
- 86435125136. 2
- 86435125137. 3
- 86435125138. 4

**Question Number : 3 Question Id : 8643518206 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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, middle-age and old age. Not only that but within each life stage individuals 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.

1. Envy
2. Economic prosperity
3. Peer groups
4. Society

**Options :**

- 86435125139. 1
- 86435125140. 2
- 86435125141. 3
- 86435125142. 4

**Question Number : 4 Question Id : 8643518207 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 \_\_\_\_\_.

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

**Options :**

86435125143. 1

86435125144. 2

86435125145. 3

86435125146. 4

**Question Number : 5 Question Id : 8643518208 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Ajit, is Head-Marketing, Architectural Paper, a manufacturing company. He realized that despite their consumers being almost alike in terms of needs, wants and desires and with mostly similar demographic backgrounds, the company had different marketing approach for different groups. He wanted to scrap this method and propose one standardized product sets, with standardized marketing and pricing. Ajit is thus proposing a/an \_\_\_\_\_ marketing strategy.

1. Undifferentiated marketing strategy
2. Collective marketing strategy
3. Single market strategy
4. Unified marketing strategy

**Options :**

- 86435125147. 1
- 86435125148. 2
- 86435125149. 3
- 86435125150. 4

**Question Number : 6 Question Id : 8643518209 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 to 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. None

**Options :**

- 86435125151. 1

86435125152. 2  
86435125153. 3  
86435125154. 4

**Question Number : 7 Question Id : 8643518210 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Heterogeneous
2. Homogeneous
3. Diverse
4. None of the above

**Options :**

86435125155. 1  
86435125156. 2  
86435125157. 3  
86435125158. 4

**Question Number : 8 Question Id : 8643518211 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

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

**Options :**

86435125159. 1

86435125160. 2

86435125161. 3

86435125162. 4

**Question Number : 9 Question Id : 8643518212 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The segmentation approach which looks at the inherent qualities of individuals like personality and \_\_\_\_\_ is identified as psychological segmentation.

1. Physical structure
2. Behavioural maturity
3. Psychographic mindset
4. None of the above

**Options :**

86435125163. 1

86435125164. 2

86435125165. 3

86435125166. 4

**Question Number : 10 Question Id : 8643518213 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



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

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

**Options :**

- 86435125167. 1
- 86435125168. 2
- 86435125169. 3
- 86435125170. 4

**Question Number : 11 Question Id : 8643518214 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Major limitation of segmentation is that it ignores \_\_\_\_\_ as it is developed on similarities of profiling characteristics.

1. Personal priorities
2. People choices
3. Product choices
4. Individual differences

**Options :**

- 86435125171. 1
- 86435125172. 2
- 86435125173. 3
- 86435125174. 4

**Question Number : 12 Question Id : 8643518215 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Consumer wants
2. Consumer research
3. Consumer desire
4. Consumer craving

**Options :**

- 86435125175. 1
- 86435125176. 2
- 86435125177. 3
- 86435125178. 4

**Question Number : 13 Question Id : 8643518216 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Sampling
2. Sampling unit
3. Research plan
4. Report content

**Options :**

- 86435125179. 1
- 86435125180. 2
- 86435125181. 3

86435125182. 4

**Question Number : 14 Question Id : 8643518217 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. None of the above

**Options :**

- 86435125183. 1
- 86435125184. 2
- 86435125185. 3
- 86435125186. 4

**Question Number : 15 Question Id : 8643518218 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Quantifiable
2. Qualitative
3. Quanti-Quali
4. None of the above

**Options :**

- 86435125187. 1
- 86435125188. 2
- 86435125189. 3
- 86435125190. 4

**Question Number : 16 Question Id : 8643518219 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Shushma Suvarna, Head-Marketing, looks after whitening cream, is considering a research which will unearth the psychological aspects prompting female to use a whitening cream; behavioural aspects which can bring out triggers for first time purchase etc. This means she is applying \_\_\_\_\_ research.

1. Qualitative
2. Quantitative
3. Quanti-Quali
4. None of the above

**Options :**

- 86435125191. 1
- 86435125192. 2
- 86435125193. 3
- 86435125194. 4

**Question Number : 17 Question Id : 8643518220 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 \_\_\_\_\_.

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

**Options :**

- 86435125195. 1
- 86435125196. 2

86435125197. 3

86435125198. 4

**Question Number : 18 Question Id : 8643518221 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. None of the above

**Options :**

86435125199. 1

86435125200. 2

86435125201. 3

86435125202. 4

**Question Number : 19 Question Id : 8643518222 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Management mix
2. Product mix
3. Corporate mix
4. Marketing mix

**Options :**

86435125203. 1

86435125204. 2

86435125205. 3

86435125206. 4

**Question Number : 20 Question Id : 8643518223 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Corporate information
2. Marketing information
3. Secondary information
4. All of the given options

**Options :**

- 86435125207. 1
- 86435125208. 2
- 86435125209. 3
- 86435125210. 4

**Question Number : 21 Question Id : 8643518224 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Exploratory
2. Quantitative
3. Explanatory
4. Survey

**Options :**

- 86435125211. 1
- 86435125212. 2
- 86435125213. 3

86435125214. 4

**Question Number : 22 Question Id : 8643518225 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Undisguised
2. Disguised
3. Laboratory
4. Field experiment

**Options :**

- 86435125215. 1
- 86435125216. 2
- 86435125217. 3
- 86435125218. 4

**Question Number : 23 Question Id : 8643518226 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 \_\_\_\_\_.

1. Personal profile
2. Respondent profile
3. Sample unit
4. Sample Validation

**Options :**

- 86435125219. 1
- 86435125220. 2
- 86435125221. 3
- 86435125222. 4

**Question Number : 24 Question Id : 8643518227 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 names as \_\_\_\_\_.

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

**Options :**

- 86435125223. 1
- 86435125224. 2
- 86435125225. 3
- 86435125226. 4

**Question Number : 25 Question Id : 8643518228 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Psychological
2. Motivational
3. Behavioural
4. None of the given options

**Options :**

- 86435125227. 1
- 86435125228. 2
- 86435125229. 3
- 86435125230. 4



**Question Number : 26 Question Id : 8643518229 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 innate, and others are \_\_\_\_\_.

1. Vague
2. Expressible
3. Required
4. Acquired

**Options :**

- 86435125231. 1
- 86435125232. 2
- 86435125233. 3
- 86435125234. 4

**Question Number : 27 Question Id : 8643518230 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

If we are hungry and looking for quick way 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.

1. General goal
2. Generic goal
3. Need based goal
4. None of the above

**Options :**

- 86435125235. 1
- 86435125236. 2
- 86435125237. 3
- 86435125238. 4

**Question Number : 28 Question Id : 8643518231 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. TRUE
2. False. Individuals are often aware about all their physiological needs
3. False. Individuals are aware only about their social needs
4. False. You need to make individuals aware about all their needs

**Options :**

- 86435125239. 1
- 86435125240. 2
- 86435125241. 3
- 86435125242. 4

**Question Number : 29 Question Id : 8643518232 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 \_\_\_\_\_.

1. Psychological
2. Behavioural
3. Emotional
4. Relational

**Options :**

- 86435125243. 1
- 86435125244. 2
- 86435125245. 3

86435125246. 4

**Question Number : 30 Question Id : 8643518233 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 unfulfilled nature of needs can motivate individuals.

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

**Options :**

- 86435125247. 1
- 86435125248. 2
- 86435125249. 3
- 86435125250. 4

**Question Number : 31 Question Id : 8643518234 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Sequential order
2. Functional order
3. Behavioural order
4. None of the given options

**Options :**

- 86435125251. 1
- 86435125252. 2
- 86435125253. 3
- 86435125254. 4

**Question Number : 32 Question Id : 8643518235 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Celebrating a daughter's entry into teenage at the Taj Palace Hotel, with Rs. 10 lakhs worth of imported flowers, celebrity performances is a kind of fulfilment of \_\_\_\_\_ needs in Maslow's hierarchy of needs as such a celebration gives prestige, conveys success, enhances one's self-respect, and displays power.

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

**Options :**

- 86435125255. 1
- 86435125256. 2
- 86435125257. 3
- 86435125258. 4

**Question Number : 33 Question Id : 8643518236 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Peer pressure
2. Personal dependence
3. Social dependence
4. None of the above

**Options :**

- 86435125259. 1

86435125260. 2

86435125261. 3

86435125262. 4

**Question Number : 34 Question Id : 8643518237 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 characterised 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 :**

86435125263. 1

86435125264. 2

86435125265. 3

86435125266. 4

**Question Number : 35 Question Id : 8643518238 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 satisfy his basic need but also his need for status. This is recognised as \_\_\_\_\_.

1. Goals vary among individuals
2. Multiplicity of needs
3. Goal influenced needs
4. None of the above

**Options :**

- 86435125267. 1
- 86435125268. 2
- 86435125269. 3
- 86435125270. 4

**Question Number : 36 Question Id : 8643518239 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. Personal needs
- 2. Psychological needs
- 3. Secondary needs
- 4. Primary needs

**Options :**

- 86435125271. 1
- 86435125272. 2
- 86435125273. 3
- 86435125274. 4

**Question Number : 37 Question Id : 8643518240 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

- 1. Personality reflects individual differences
- 2. Personality establishes an individual
- 3. Personality is constant
- 4. None of the given options

**Options :**

86435125275. 1

86435125276. 2

86435125277. 3

86435125278. 4

**Question Number : 38 Question Id : 8643518241 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Personality is versatile
2. Personality is consistent and enduring
3. Changing personality
4. None of the above

**Options :**

86435125279. 1

86435125280. 2

86435125281. 3

86435125282. 4

**Question Number : 39 Question Id : 8643518242 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Fosters theory
2. Trait theory
3. Response theory
4. None of the above

**Options :**

86435125283. 1

86435125284. 2

86435125285. 3

86435125286. 4

**Question Number : 40 Question Id : 8643518243 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Neo-Freudians puts an individual into three personality groups namely 1) Compliant 2) \_\_\_\_\_ and 3) Detached.

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

**Options :**

86435125287. 1

86435125288. 2

86435125289. 3

86435125290. 4

**Question Number : 41 Question Id : 8643518244 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



Ashok Tulani has asked his marketing executive to drive the personality of their target group as per Neo-Freudian theory. Executive as profiled their target group as someone who likes to excel and thus competes with others on almost any challenge and counters what is not acceptable and is always open to challenges. Identify group as per Neo- Freudian theory.

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

**Options :**

- 86435125291. 1
- 86435125292. 2
- 86435125293. 3
- 86435125294. 4

**Question Number : 42 Question Id : 8643518245 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

House of Dosas 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 themselves as what they would like to be and thus is classified as \_\_\_\_\_.

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

**Options :**

- 86435125295. 1
- 86435125296. 2

86435125297. 3

86435125298. 4

**Question Number : 43 Question Id : 8643518246 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 – Sincerity, Excitement, Competence, \_\_\_\_\_ and Ruggedness.

1. Physique
2. Caring
3. Youthfulness
4. Sophistication

**Options :**

86435125299. 1

86435125300. 2

86435125301. 3

86435125302. 4

**Question Number : 44 Question Id : 8643518247 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. A 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.

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

**Options :**

- 86435125303. 1
- 86435125304. 2
- 86435125305. 3
- 86435125306. 4

**Question Number : 45 Question Id : 8643518248 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 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.

- 1. Internal
- 2. Product
- 3. Non-product
- 4. Emotional

**Options :**

- 86435125307. 1
- 86435125308. 2
- 86435125309. 3
- 86435125310. 4

**Question Number : 46 Question Id : 8643518249 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 battery of statements are probed to capture the various aspects of a consumer's personality, buying motives, interest, \_\_\_\_\_, beliefs and values.

1. Aptitudes
2. Social class
3. Purchasing power
4. Psychographic

**Options :**

- 86435125311. 1
- 86435125312. 2
- 86435125313. 3
- 86435125314. 4

**Question Number : 47 Question Id : 8643518250 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 battery of statements are probed to capture the various aspects of a consumer's personality, \_\_\_\_\_, interest, social class, beliefs and values.

1. Purchasing power
2. Ability to purchase
3. Buying motives
4. Usage need

**Options :**

- 86435125315. 1
- 86435125316. 2
- 86435125317. 3
- 86435125318. 4

**Question Number : 48 Question Id : 8643518251 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**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.

1. Psychographic profiles
2. Demographic profile
3. Behavioural profiles
4. Motivational profiles

**Options :**

- 86435125319. 1
- 86435125320. 2
- 86435125321. 3
- 86435125322. 4

**Question Number : 49 Question Id : 8643518252 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 \_\_\_\_\_.

1. Psychological mindset
2. Consumer Behaviour
3. Personal choices
4. Family choices

**Options :**

- 86435125323. 1
- 86435125324. 2
- 86435125325. 3
- 86435125326. 4

**Question Number : 50 Question Id : 8643518253 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

While designing an advertisement of a 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 :**

- 86435125327. 1
- 86435125328. 2
- 86435125329. 3
- 86435125330. 4

**Question Number : 51 Question Id : 8643518254 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Value
2. Perceptual map
3. Positioning
4. Image

**Options :**

- 86435125331. 1
- 86435125332. 2
- 86435125333. 3
- 86435125334. 4

**Question Number : 52 Question Id : 8643518255 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

While purchasing a BRANDED WATCH TAG HUER, people get carried away by the brand, the appearance of the show room, aesthetics and the brand ambassador's appeal. Rather than thinking about the quality, purity aspects, people 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. First impression
3. Irrelevant cues
4. Stereo typing

**Options :**

- 86435125335. 1
- 86435125336. 2
- 86435125337. 3
- 86435125338. 4

**Question Number : 53 Question Id : 8643518256 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Physiological insights
2. Psychographic insights
3. Personal insights
4. Utility insights

**Options :**

86435125339. 1

86435125340. 2

86435125341. 3

86435125342. 4

**Question Number : 54 Question Id : 8643518257 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

There are three types of psychographic variables which get 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. Interest
4. Activities

**Options :**

86435125343. 1

86435125344. 2

86435125345. 3

86435125346. 4

**Question Number : 55 Question Id : 8643518258 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**



HMC, a leading music company conducted the research among people of different age groups, 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.

1. Preference segmentation
2. Market segmentation
3. Physical location decision
4. None of the above

**Options :**

- 86435125347. 1
- 86435125348. 2
- 86435125349. 3
- 86435125350. 4

**Question Number : 56 Question Id : 8643518259 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 Belonger, Emulator and Achiever. This sub-set is recognised as \_\_\_\_\_.

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

**Options :**

- 86435125351. 1
- 86435125352. 2
- 86435125353. 3
- 86435125354. 4

**Question Number : 57 Question Id : 8643518260 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Under VALS-Model 2, the main dimensions of the segmentation framework are primary motivations and resources. Primary motivations cover \_\_\_\_\_.

1. Thinker, Achiever, Experiencers
2. Believer, Strivers, Makers
3. Ideals, Achievement, Self-Expression
4. Thinker, Striver, Self-expression

**Options :**

- 86435125355. 1
- 86435125356. 2
- 86435125357. 3
- 86435125358. 4

**Question Number : 58 Question Id : 8643518261 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 :**

- 86435125359. 1
- 86435125360. 2
- 86435125361. 3
- 86435125362. 4

**Question Number : 59 Question Id : 8643518262 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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).

1. Likely or unlikely
2. Perceptionally or behaviorally
3. Emotionally or physically
4. Favourably or unfavourably

**Options :**

- 86435125363. 1
- 86435125364. 2
- 86435125365. 3
- 86435125366. 4

**Question Number : 60 Question Id : 8643518263 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. False; as attitude is learned thus can't motivate
2. False; as stimuli can only motivate
3. False; as it has a motivational quality and can propel consumers
4. TRUE

**Options :**

- 86435125367. 1
- 86435125368. 2
- 86435125369. 3
- 86435125370. 4

**Question Number : 61 Question Id : 8643518264 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Personality object
2. Attitude object
3. Subjective object
4. None of the above

**Options :**

- 86435125371. 1
- 86435125372. 2
- 86435125373. 3
- 86435125374. 4

**Question Number : 62 Question Id : 8643518265 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Blank attitude
2. Passive attitude
3. No attitude
4. Evasive attitude

**Options :**

- 86435125375. 1

86435125376. 2

86435125377. 3

86435125378. 4

**Question Number : 63 Question Id : 8643518266 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. Retain
3. Alter
4. Construct

**Options :**

86435125379. 1

86435125380. 2

86435125381. 3

86435125382. 4

**Question Number : 64 Question Id : 8643518267 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Particular product
2. Particular stimulus
3. Particular situation
4. Particular price

**Options :**

86435125383. 1

86435125384. 2

86435125385. 3

86435125386. 4

**Question Number : 65 Question Id : 8643518268 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. Unsuccessful product
3. Existing product
4. New product

**Options :**

86435125387. 1

86435125388. 2

86435125389. 3

86435125390. 4

**Question Number : 66 Question Id : 8643518269 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 \_\_\_\_\_.

1. Technology breakthrough
2. Significant improvement
3. Modified product
4. None of the given options

**Options :**

86435125391. 1

86435125392. 2

86435125393. 3

86435125394. 4

**Question Number : 67 Question Id : 8643518270 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 Murphy Richard introduces an auto-eject feature in one of its existing low cost toasters, 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 discontinuous innovation
3. A continuous innovation
4. A disruptive innovation

**Options :**

- 86435125395. 1
- 86435125396. 2
- 86435125397. 3
- 86435125398. 4

**Question Number : 68 Question Id : 8643518271 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Evaluation
2. Involvement
3. Observation
4. Sensitivity

**Options :**

- 86435125399. 1
- 86435125400. 2
- 86435125401. 3
- 86435125402. 4

**Question Number : 69 Question Id : 8643518272 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. Seek trial
- 4. Search for information

**Options :**

- 86435125403. 1
- 86435125404. 2
- 86435125405. 3
- 86435125406. 4

**Question Number : 70 Question Id : 8643518273 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. 2 stages
2. 3 stages
3. 4 stages
4. 5 stages

**Options :**

- 86435125407. 1
- 86435125408. 2
- 86435125409. 3
- 86435125410. 4

**Question Number : 71 Question Id : 8643518274 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 and a shaving gel. Now they introduced an After Shave to use post shaving. This kind of new product introduction is classified as \_\_\_\_\_.

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

**Options :**

- 86435125411. 1
- 86435125412. 2
- 86435125413. 3
- 86435125414. 4

**Question Number : 72 Question Id : 8643518275 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

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

1. Place-oriented
2. Product-oriented
3. Promotion-oriented
4. Extension-oriented

**Options :**

- 86435125415. 1
- 86435125416. 2
- 86435125417. 3
- 86435125418. 4

**Question Number : 73 Question Id : 8643518276 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. A choice
2. A selection
3. A decision
4. A trial

**Options :**

- 86435125419. 1
- 86435125420. 2
- 86435125421. 3
- 86435125422. 4

**Question Number : 74 Question Id : 8643518277 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

There are four consumer-related models of man. In one of these, a man 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 \_\_\_\_\_.

1. Economic man
2. Cognitive man
3. Passive man
4. Emotional man

**Options :**

- 86435125423. 1
- 86435125424. 2
- 86435125425. 3
- 86435125426. 4

**Question Number : 75 Question Id : 8643518278 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 pressure.

1. Cognitive man
2. Economic man
3. Emotional man
4. Passive man

**Options :**

- 86435125427. 1
- 86435125428. 2
- 86435125429. 3
- 86435125430. 4

**Question Number : 76 Question Id : 8643518279 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, a consumer realizes what he should ideally have and what he has at present. It is a matter of \_\_\_\_\_. This stage is identified as problem recognition.

1. Need gap
2. Desire gap
3. Gap perception
4. None of the above

**Options :**

- 86435125431. 1
- 86435125432. 2
- 86435125433. 3
- 86435125434. 4

**Question Number : 77 Question Id : 8643518280 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

In Howard Sheth Model of consumer buying behavior, the decision process is influenced by four major sets of variables. One of the variables 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 \_\_\_\_\_.

1. Inputs
2. Output
3. Perceptual & Learning construct
4. External variables

**Options :**

- 86435125435. 1
- 86435125436. 2
- 86435125437. 3
- 86435125438. 4

**Question Number : 78 Question Id : 8643518281 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

- 1. Evaluation making
- 2. Selection making
- 3. Decision making
- 4. None of the above

**Options :**

- 86435125439. 1
- 86435125440. 2
- 86435125441. 3
- 86435125442. 4

**Question Number : 79 Question Id : 8643518282 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 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.

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

**Options :**

- 86435125443. 1
- 86435125444. 2
- 86435125445. 3
- 86435125446. 4

**Question Number : 80 Question Id : 8643518283 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Retainer marketing
2. Relationship marketing
3. Digital marketing
4. Customer Relationship Management

**Options :**

- 86435125447. 1
- 86435125448. 2
- 86435125449. 3
- 86435125450. 4

**Question Number : 81 Question Id : 8643518284 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. Third party use
2. Direct use or ownership
3. Making own product
4. None of the above

**Options :**

- 86435125451. 1
- 86435125452. 2
- 86435125453. 3
- 86435125454. 4

**Question Number : 82 Question Id : 8643518285 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Consumer's personality
2. Social class
3. Consumer organisations
4. Better choices

**Options :**

- 86435125455. 1
- 86435125456. 2
- 86435125457. 3
- 86435125458. 4

**Question Number : 83 Question Id : 8643518286 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 not to promote active participation of companies and service providers in resolving consumer disputes.

1. TRUE
2. False; as it strives to promote active participation of companies
3. False; as service providers are outside the ambit of CGSI
4. False; as CGSI looks after only consumers when they face with any problem

**Options :**

- 86435125459. 1
- 86435125460. 2
- 86435125461. 3
- 86435125462. 4

**Question Number : 84 Question Id : 8643518287 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 \_\_\_\_\_.

1. Right to choice
2. Right to redress
3. Right to safety
4. Right to information

**Options :**

- 86435125463. 1
- 86435125464. 2
- 86435125465. 3



86435125466. 4

**Question Number : 85 Question Id : 8643518288 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

Various malpractices by manufacturers/suppliers towards their own consumers could be happening due to a \_\_\_\_\_, restrictive environment, and being unfair to consumers.

1. Free environment
2. Unrestricted environment
3. Monopolistic situation
4. Ineffective environment

**Options :**

- 86435125467. 1
- 86435125468. 2
- 86435125469. 3
- 86435125470. 4

**Question Number : 86 Question Id : 8643518289 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Concentration
2. Distribution
3. Dissolution
4. Disbursal

**Options :**

- 86435125471. 1
- 86435125472. 2

86435125473. 3

86435125474. 4

**Question Number : 87 Question Id : 8643518290 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 \_\_\_\_\_ and other authorities for the settlement of consumers' disputes and for matters connected therewith.

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

**Options :**

86435125475. 1

86435125476. 2

86435125477. 3

86435125478. 4

**Question Number : 88 Question Id : 8643518291 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

The most powerful consumer organization in India is the \_\_\_\_\_.

1. CBCE
2. CSEC
3. CERC
4. None of the above

**Options :**

86435125479. 1

86435125480. 2

86435125481. 3

86435125482. 4

**Question Number : 89 Question Id : 8643518292 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 :**

86435125483. 1

86435125484. 2

86435125485. 3

86435125486. 4

**Question Number : 90 Question Id : 8643518293 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Unknown action
2. Unwarranted action
3. Unlawful actions
4. Willful action

**Options :**

86435125487. 1

86435125488. 2

86435125489. 3

86435125490. 4

**Question Number : 91 Question Id : 8643518294 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 type of malpractice?

1. Wrong weights & measures
2. Illegal trading
3. Misleading policy
4. Black marketing

**Options :**

86435125491. 1

86435125492. 2

86435125493. 3

86435125494. 4

**Question Number : 92 Question Id : 8643518295 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 \_\_\_\_\_.

1. Weights & measures act
2. The Essentials Commodities act
3. The Monopolies & Restrictive Trade Practices act
4. The India Sale of Goods Act

**Options :**

86435125495. 1

86435125496. 2

86435125497. 3

86435125498. 4

**Question Number : 93 Question Id : 8643518296 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

There are various types of unfair practices. A product making company claims certain benefits and assures removal of a disease completely. But it is not based on any valid foundation. Such an unfair practice is classified as \_\_\_\_\_.

1. Bargain price
2. False representation
3. Non-compliance of standards
4. Willful lying

**Options :**

86435125499. 1

86435125500. 2

86435125501. 3

86435125502. 4

**Question Number : 94 Question Id : 8643518297 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Promotion offer
2. Service design
3. Delivery support
4. Post purchase rules

**Options :**

- 86435125503. 1
- 86435125504. 2
- 86435125505. 3
- 86435125506. 4

**Question Number : 95 Question Id : 8643518298 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. Warranty
- 2. Social marketing
- 3. Product
- 4. Service

**Options :**

- 86435125507. 1
- 86435125508. 2
- 86435125509. 3
- 86435125510. 4

**Question Number : 96 Question Id : 8643518299 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Post-purchase evaluation
2. Evaluation of competition
3. Exchange of information
4. Service encounter

**Options :**

- 86435125511. 1
- 86435125512. 2
- 86435125513. 3
- 86435125514. 4

**Question Number : 97 Question Id : 8643518300 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 \_\_\_\_\_ could not be getting handled properly. As a result, there is a concept of 'Service Recovery' in service marketing.

1. Product delivery
2. Service delivery
3. Service completion
4. Service consumption

**Options :**

- 86435125515. 1
- 86435125516. 2

86435125517. 3

86435125518. 4

**Question Number : 98 Question Id : 8643518301 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Buying moment
2. Moment of delivery
3. Moment of truth
4. Moment of post purchase

**Options :**

86435125519. 1

86435125520. 2

86435125521. 3

86435125522. 4

**Question Number : 99 Question Id : 8643518302 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Desire-Rational-Utility
2. Motivation-Needs-Goals
3. Operation-Functionality-Utility
4. None of the above

**Options :**

86435125523. 1



86435125524. 2

86435125525. 3

86435125526. 4

**Question Number : 100 Question Id : 8643518303 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0**

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

1. Attitude-abstract-activity
2. Attitude-toward-object
3. Behaviour-towards-attitude
4. Benefits-over-attitude

**Options :**

86435125527. 1

86435125528. 2

86435125529. 3

86435125530. 4