

# National Testing Agency

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## Consumer Buying Behaviour

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## Consumer Buying Behaviour-1

<b>Section Id :</b>	603489342
<b>Section Number :</b>	1
<b>Section type :</b>	Online
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<b>Number of Questions :</b>	100
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<b>Section Marks :</b>	100
<b>Enable Mark as Answered Mark for Review and Clear Response :</b>	Yes
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	603489633
<b>Question Shuffling Allowed :</b>	Yes

**Question Number : 1 Question Id : 60348916545 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

\_\_\_\_\_ area includes covering usage experience, meeting expectations, disposal methods etc.

1. Consumer verification
2. Consumer evolution
3. Consumer expectations
4. Consumer research

**Options :**

60348962229. 1

60348962230. 2

60348962231. 3

60348962232. 4

**Question Number : 2 Question Id : 60348916546 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

A buyer (lady of the house) of buying sanitary pads is always the end user or the only user of a product purchased at her house.

1. False because she buys product to consume
2. False because it is very hypothetical to conclude
3. False because she is not always the user
4. True

**Options :**

60348962233. 1

60348962234. 2

60348962235. 3

60348962236. 4

**Question Number : 3 Question Id : 60348916547 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

Competitive pressure and technology development have necessarily made the \_\_\_\_ 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. Customer utility
2. Product utility
3. Product life cycles
4. Customer needs

**Options :**

60348962237. 1

60348962238. 2

60348962239. 3

60348962240. 4

**Question Number : 4 Question Id : 60348916548 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

The process of dividing a potential market into distinct subset of consumers with common needs or characteristics thus culminating into similar purchase behaviour is known as differentiation.

1. False. Differentiation is differentiating people with similar characteristics
2. False. Differentiation is about developing a group of identifiable individuals not having similar purchase characteristics
3. False. It's about homogeneous groups identified as segmentation, which marketers can target
4. TRUE

**Options :**

60348962241. 1

60348962242. 2

60348962243. 3

60348962244. 4

**Question Number : 5 Question Id : 60348916549 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

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

Tulsi, 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. Mansi is thus using which marketing strategy?

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

**Options :**

60348962245. 1

60348962246. 2

60348962247. 3

60348962248. 4

**Question Number : 6 Question Id : 60348916550 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

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

Pamela, Head – Marketing of 'Artefacts& Art Co'. has identified three sub-groups from the segment it has identified. Priyanka has proposed different marketing mix and program for each one of them. Pamela is adopting \_\_\_\_\_ marketing strategy.

1. Differentiated marketing strategy
2. Undifferentiated marketing strategy
3. Segmentation strategy
4. Selective marketing strategy

**Options :**

60348962249. 1

60348962250. 2

60348962251. 3

60348962252. 4

**Question Number : 7 Question Id : 60348916551 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

PRIME SOUND SYSTEM, making headphones, entering India has identified different segments as youth, Assistants (Driver, maid who gets mobile by the owner), Educationist, Professionals. It has decided to market in first phase to 'Youth' and 'Assistant' category audience. It will develop different marketing mix for both categories. PRIME SOUND is adopting \_\_\_\_\_ strategy.

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

**Options :**

60348962253. 1

60348962254. 2

60348962255. 3

60348962256. 4

**Question Number : 8 Question Id : 60348916552 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

Primemovers Electric Motor Co., manufactures different electrical motors and operated on undifferentiated market segmentation approach. Their motors are used by gen set makers. You have suggested them to adopt available four business to business segmentation namely \_\_\_\_\_, Price focussed, Partnership focussed, Quality focussed.

1. Service focused segmentation
2. Partnership focused segmentation
3. Price focused segmentation
4. Quality focused segmentation

**Options :**

60348962257. 1

60348962258. 2

60348962259. 3

60348962260. 4

**Question Number : 9 Question Id : 60348916553 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

Tulip 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. Manvin, 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 :**

60348962261. 1

60348962262. 2

60348962263. 3

60348962264. 4

**Question Number : 10 Question Id : 60348916554 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

If your products are sold internationally, you may often require changes to suit segment specific aspect. E.g. Bicycles are a poor man's transport in India, but it is a symbol of environment conscious individuals across UK. This approach is required because you have adopted \_\_\_\_\_.

1. Psychological segmentation
2. Socio cultural segmentation
3. Lifestyle segmentation
4. Behavioural segmentation

**Options :**

60348962265. 1

60348962266. 2

60348962267. 3

60348962268. 4

**Question Number : 11 Question Id : 60348916555 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 :**

60348962269. 1

60348962270. 2

60348962271. 3

60348962272. 4

**Question Number : 12 Question Id : 60348916556 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

As mentioned by Luck Wales and Taylor, marketing research is 'the application of scientific method to the solution of \_\_\_\_\_'.

1. Micro economic problems
2. Marketing problems
3. Consumer problems
4. Marketing intelligence problem

**Options :**

60348962273. 1

60348962274. 2

60348962275. 3

60348962276. 4



**Question Number : 13 Question Id : 60348916557 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, in-depth interviews to have psychological perspective to their buying behaviour.

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

**Options :**

60348962277. 1

60348962278. 2

60348962279. 3

60348962280. 4

**Question Number : 14 Question Id : 60348916558 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

Rohan, Head-Marketing of one of the popular hair oil company is facing a declining sale since last two years. He decides to use marketing research to find the reason behind it. He has defined his problem as follows. Select right way in which marketing problem needs to be mentioned.

1. What are the reasons due to which my sale of hair oil is falling?
2. Why my target audience does not prefer my hair oil?
3. Is availability of alternative hair oil the reason for my hair oil sale to go down?
4. What is a utility of my hair oil among my target audience?

**Options :**

60348962281. 1

60348962282. 2

60348962283. 3

60348962284. 4

**Question Number : 15 Question Id : 60348916559 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. Qualitative research technique
2. Quantitative research technique
3. Quanti-quali research technique
4. Exploratory research

**Options :**

60348962285. 1

60348962286. 2

60348962287. 3

60348962288. 4

**Question Number : 16 Question Id : 60348916560 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

Collecting information for the problem faced using open public domains is known as \_\_\_\_\_ research.

1. Supportive research
2. Tertiary research
3. Secondary research
4. Primary research

**Options :**

60348962289. 1

60348962290. 2

60348962291. 3

60348962292. 4

**Question Number : 17 Question Id : 60348916561 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 analysed to check whether \_\_\_\_\_ can be taken to get an answer for the specific marketing problem on hand.

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

**Options :**

60348962293. 1

60348962294. 2

60348962295. 3

60348962296. 4

**Question Number : 18 Question Id : 60348916562 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

Lorrain D'Silva, working for an automobile company handling marketing support function is considering doing one research to understand car purchase behaviour and features preferred which will give her descriptive and decision facilitating analysed information. This means she is applying \_\_\_\_\_ research.

1. Quanti-Quali
2. Quantitative
3. Qualitative
4. Observation

**Options :**

60348962297. 1

60348962298. 2

60348962299. 3

60348962300. 4

**Question Number : 19 Question Id : 60348916563 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

Manan Pawar, Marketing Manager at FMCG company wanting to understand how consumers go about selecting herbal spread. Manan have recognised 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. Manan 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 :**

60348962301. 1

60348962302. 2

60348962303. 3

60348962304. 4

**Question Number : 20 Question Id : 60348916564 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

"Whether it is a large sample size or small sample size, finding of the study gets impacted more by accuracy with which the sampling procedure is followed."

1. False. Sampling number is also equally important
2. False. Accuracy comes from number of right respondents met
3. False. Accuracy comes based on analysis technique used
4. TRUE

**Options :**

60348962305. 1

60348962306. 2

60348962307. 3

60348962308. 4

**Question Number : 21 Question Id : 60348916565 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

Source-U-Pocket, 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 :**

60348962309. 1

60348962310. 2

60348962311. 3

60348962312. 4

**Question Number : 22 Question Id : 60348916566 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

When researcher chooses to select a sample conveniently or use his judgment or develops a quota based on size then such an approach to sampling procedure is known as \_\_\_\_\_ .

1. Probability sampling
2. Non-probability sampling
3. Administrative sampling
4. Group sampling

**Options :**

60348962313. 1

60348962314. 2

60348962315. 3

60348962316. 4

**Question Number : 23 Question Id : 60348916567 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

Viviana 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 scale
4. Bi-Polar scale

**Options :**

- 60348962317. 1
- 60348962318. 2
- 60348962319. 3
- 60348962320. 4

**Question Number : 24 Question Id : 60348916568 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

Experimental technique under 'methods in psychology' considers three variables. Variable which is controlled by the experimenter is known as \_\_\_\_\_.

1. Intervening variable
2. Dependent variable
3. Independent variable
4. Interdependent variable

**Options :**

- 60348962321. 1
- 60348962322. 2
- 60348962323. 3
- 60348962324. 4

**Question Number : 25 Question Id : 60348916569 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 :**

60348962325. 1

60348962326. 2

60348962327. 3

60348962328. 4

**Question Number : 26 Question Id : 60348916570 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

Psychologists have established that most people experience the same kind of needs and motives but the way they fulfil it, is different. Long back marketers realised that understanding of human \_\_\_\_\_ is very important as it enables them to understand and anticipate human behaviour in the marketplace.

1. Ambition
2. Perception
3. Motives
4. Personality

**Options :**

60348962329. 1

60348962330. 2

60348962331. 3

60348962332. 4

**Question Number : 27 Question Id : 60348916571 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. Motivation
2. Desire
3. Wants
4. Need

**Options :**

60348962333. 1
60348962334. 2
60348962335. 3
60348962336. 4

**Question Number : 28 Question Id : 60348916572 Question Type : MCQ Option Shuffling : No**  
**Is Question Mandatory : No**

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

In the model of motivation process, motivation is represented as a state of \_\_\_\_\_. Tension drives individuals for action or engages them in behaviour that gratifies their need and reduces tension within.

1. Need-induced tension
2. Desire-driven inclination
3. Unfulfilled wants
4. None of the given options

**Options :**

60348962337. 1
60348962338. 2
60348962339. 3
60348962340. 4

**Question Number : 29 Question Id : 60348916573 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. Primary needs
3. Permanent needs
4. Persuasive needs

**Options :**

60348962341. 1

60348962342. 2

60348962343. 3

60348962344. 4

**Question Number : 30 Question Id : 60348916574 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

A boy may buy a cycle but may not be aware about his need that drove him to buy the cycle as a goal i.e. mobility or health consciousness. Thus, it is said that needs and goals are \_\_\_\_\_.

1. Dependence
2. Inter-related
3. Inter-dependence
4. Counter-dependence

**Options :**

60348962345. 1

60348962346. 2

60348962347. 3

60348962348. 4

**Question Number : 31 Question Id : 60348916575 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 :**

60348962349. 1

60348962350. 2

60348962351. 3

60348962352. 4

**Question Number : 32 Question Id : 60348916576 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

\_\_\_\_\_ imply the selection of goals according to personal or subjective criteria e.g. desire for self-image, pride, affection, prestige, status.

1. Primary motives
2. Expressive motives
3. Emotional motives
4. Reflection motives

**Options :**

60348962353. 1

60348962354. 2

60348962355. 3

60348962356. 4

**Question Number : 33 Question Id : 60348916577 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. Desire can be fulfilled after wants

**Options :**

60348962357. 1

60348962358. 2

60348962359. 3

60348962360. 4

**Question Number : 34 Question Id : 60348916578 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

If you see an ad, showing a medical suffering due to the lack of funds, you may recall hardship which your parents faced due to scarcity of funds and thus you may start contemplating buying better medical insurance for yourself. This nature of motive arousal is considered as \_\_\_\_\_.

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

**Options :**

60348962361. 1

60348962362. 2

60348962363. 3

60348962364. 4

**Question Number : 35 Question Id : 60348916579 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

Mahendra Singh Dhoni, legendary cricketer retired much later than what his critic felt. 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 nature of need is considered as \_\_\_\_\_.

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

**Options :**

60348962365. 1

60348962366. 2

60348962367. 3

60348962368. 4

**Question Number : 36 Question Id : 60348916580 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

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

1. Power
2. Affiliation
3. Actualisation
4. Achievement

**Options :**

60348962369. 1

60348962370. 2

60348962371. 3

60348962372. 4

**Question Number : 37 Question Id : 60348916581 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. Prejudice

**Options :**

60348962373. 1

60348962374. 2

60348962375. 3

60348962376. 4

**Question Number : 38 Question Id : 60348916582 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

Each individual has a set of unique inner characteristics. As a result, no two individuals are alike in nature. However, in every individual there is one dominant characteristic that describes him such as being dynamic or spontaneous. This one dominant characteristic which we notice in any individual is his main \_\_\_\_\_.

1. Reflective trait
2. Personality trait
3. Dominating trait
4. Endurance trait

**Options :**

60348962377. 1

60348962378. 2

60348962379. 3

60348962380. 4

**Question Number : 39 Question Id : 60348916583 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 :**

60348962381. 1

60348962382. 2

60348962383. 3

60348962384. 4

**Question Number : 40 Question Id : 60348916584 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

Freudian theory propagates that \_\_\_\_\_, especially biological and sexual drives, are at the heart of human motivation and personality.

1. Unstated needs or drives
2. Under expressed needs or drives
3. Unsatisfied needs or drives
4. Unconscious needs or drives

**Options :**

60348962385. 1

60348962386. 2

60348962387. 3

60348962388. 4

**Question Number : 41 Question Id : 60348916585 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. Post-active

**Options :**

60348962389. 1

60348962390. 2

60348962391. 3

60348962392. 4

**Question Number : 42 Question Id : 60348916586 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

Marketers 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 what the consumers actually are and thus classified as \_\_\_\_.

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

**Options :**

60348962393. 1

60348962394. 2

60348962395. 3

60348962396. 4

**Question Number : 43 Question Id : 60348916587 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 recognised 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 :**

60348962397. 1

60348962398. 2

60348962399. 3

60348962400. 4

**Question Number : 44 Question Id : 60348916588 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

While you are developing your brand personality, certain elements of your communication, be it visual or audio, becomes synonymous with your recognition. This is known as brand \_\_\_\_\_ – Parle biscuit's girl picture, Amul butter girl's picture, Asian Paint's painter recognised as Gattu.

1. Property
2. Identity
3. Reference
4. Asset

**Options :**

60348962401. 1

60348962402. 2

60348962403. 3

60348962404. 4

**Question Number : 45 Question Id : 60348916589 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. Sincerity
2. Sophistication
3. Competence
4. Ruggedness

**Options :**

60348962405. 1

60348962406. 2

60348962407. 3

60348962408. 4

**Question Number : 46 Question Id : 60348916590 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

Many marketers of products / services do conduct \_\_\_\_\_ research to capture insights and create profiles of the consumers they determine are identifiable and profitable for them to target.

1. Behavioural
2. Psychographic
3. Purchase
4. Profiling

**Options :**

60348962409. 1

60348962410. 2

60348962411. 3

60348962412. 4

**Question Number : 47 Question Id : 60348916591 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 :**

- 60348962413. 1
- 60348962414. 2
- 60348962415. 3
- 60348962416. 4

**Question Number : 48 Question Id : 60348916592 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

Drawing on Maslow's need hierarchy and concept of social character, researchers at SRI led by Arnold Mitchell, developed a generalised segmentation scheme of the American population (Even useful otherwise) known as \_\_\_\_\_ program.

1. Personality & Status (PASS)
2. Habits and Values (HAVS)
3. Behaviour & Lifestyle (BALS)
4. Values & Lifestyle (VALS)

**Options :**

- 60348962417. 1
- 60348962418. 2
- 60348962419. 3
- 60348962420. 4

**Question Number : 49 Question Id : 60348916593 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 :**

60348962421. 1

60348962422. 2

60348962423. 3

60348962424. 4

**Question Number : 50 Question Id : 60348916594 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

VALS 2 typology classifies the American population into three general consumer groups, and then subdivides these major categories into a total of eight distinctive subgroups or segments. One of the main dimensions of the segmentation framework (the horizontal dimension) is known as \_\_\_\_\_.

1. Resources
2. Primary motivation
3. Initiator
4. Dependent

**Options :**

60348962425. 1

60348962426. 2

60348962427. 3

60348962428. 4

**Question Number : 51 Question Id : 60348916595 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 :**

60348962429. 1

60348962430. 2

60348962431. 3

60348962432. 4

**Question Number : 52 Question Id : 60348916596 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 knowledge and principles are motivated primarily by ideals. These consumers include group called \_\_\_\_\_.

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

**Options :**

60348962433. 1

60348962434. 2

60348962435. 3

60348962436. 4

**Question Number : 53 Question Id : 60348916597 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 individual's receptors and the level. This level is termed as \_\_\_\_\_ in consumer behaviour.

1. Quantum
2. Power
3. Threshold
4. Body balance

**Options :**

60348962437. 1

60348962438. 2

60348962439. 3

60348962440. 4

**Question Number : 54 Question Id : 60348916598 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

People can also perceive stimuli without being aware of them consciously thus it is known as \_\_\_\_\_.

1. Subliminal perception
2. Undetectable perception
3. Sub-lower perception
4. Awareness ignorance perception

**Options :**

60348962441. 1

60348962442. 2

60348962443. 3

60348962444. 4

**Question Number : 55 Question Id : 60348916599 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 :**

60348962445. 1

60348962446. 2

60348962447. 3

60348962448. 4

**Question Number : 56 Question Id : 60348916600 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

\_\_\_\_\_ deals with what happens in the perceptual mechanism once the information from the environment is received.

1. Psychological integration
2. Perceptual mind mapping
3. Perceptual organization
4. Perceptual realignment

**Options :**

60348962449. 1

60348962450. 2

60348962451. 3

60348962452. 4

**Question Number : 57 Question Id : 60348916601 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 :**

60348962453. 1

60348962454. 2

60348962455. 3

60348962456. 4

**Question Number : 58 Question Id : 60348916602 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

In our mind, a brand's \_\_\_\_\_ is formed which is a collective representation of two attributes on which a brand is measured for two extreme values such as PRICE:FEATURE.

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

**Options :**

60348962457. 1

60348962458. 2

60348962459. 3

60348962460. 4

**Question Number : 59 Question Id : 60348916603 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 :**

- 60348962461. 1
- 60348962462. 2
- 60348962463. 3
- 60348962464. 4

**Question Number : 60 Question Id : 60348916604 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

In a consumer behaviour context, an attitude is a \_\_\_\_\_ learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object.

1. Acquired impression
2. Learned predisposition
3. Observed behaviour
4. Inclined predisposition

**Options :**

- 60348962465. 1
- 60348962466. 2
- 60348962467. 3
- 60348962468. 4

**Question Number : 61 Question Id : 60348916605 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 :**

60348962469. 1

60348962470. 2

60348962471. 3

60348962472. 4

**Question Number : 62 Question Id : 60348916606 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 \_\_\_\_\_ of an attitude. These emotions and feelings are primarily evaluative in nature. They capture an individual's overall assessment of the attitude-object, that is, the extent to which the individual rates the attitude-object as favourable or unfavourable.

1. Affective component
2. The conative component
3. A cognitive component
4. Behavioural component

**Options :**

60348962473. 1

60348962474. 2

60348962475. 3

60348962476. 4

**Question Number : 63 Question Id : 60348916607 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 :**

60348962477. 1

60348962478. 2

60348962479. 3

60348962480. 4

**Question Number : 64 Question Id : 60348916608 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

We can shift attitudes favourably towards an object, when there is a condition of no attitude towards an object in question. \_\_\_\_\_ is a medium which can cause this shift or attitude formation.

1. Observation
2. Influence
3. Learning
4. Stimuli

**Options :**

60348962481. 1

60348962482. 2

60348962483. 3

60348962484. 4

**Question Number : 65 Question Id : 60348916609 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 :**

60348962485. 1

60348962486. 2

60348962487. 3

60348962488. 4

**Question Number : 66 Question Id : 60348916610 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

Diffusion leads to acceptance of the innovation. Acceptance occurs due to the ability of self-evaluation which depends on the availability of \_\_\_\_\_.

1. Sufficient information
2. Sufficient knowledge
3. Positive mind-set
4. Risk taking ability

**Options :**

60348962489. 1

60348962490. 2

60348962491. 3

60348962492. 4

**Question Number : 67 Question Id : 60348916611 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 :**

60348962493. 1

60348962494. 2

60348962495. 3

60348962496. 4

**Question Number : 68 Question Id : 60348916612 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. Hand-held Vacuum cleaner over bulky floor based cleaner can be classified as \_\_\_\_\_.

1. Significant improvement
2. Modified product
3. Technology breakthrough
4. Transformation breakthrough

**Options :**

60348962497. 1

60348962498. 2

60348962499. 3

60348962500. 4

**Question Number : 69 Question Id : 60348916613 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. SONY introduces DSLR cameras. SONY has never manufactured cameras before. Market is already dominated by Nikon & Canon. Thus, it can be classified that this innovative product falls under category of \_\_\_\_\_.

1. Significant improvement
2. Modified product
3. Technology breakthrough
4. Product new to the company

**Options :**

60348962501. 1

60348962502. 2

60348962503. 3

60348962504. 4

**Question Number : 70 Question Id : 60348916614 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. However, there are various approaches to classify a new product. One such classification refers to introducing a new product based on market acceptance of the product already in the market, by obtain the necessary technology from other technology provider. This classification of innovation is classified as \_\_\_\_\_ innovation.

1. Consumer oriented
2. Market oriented
3. Firm oriented
4. Product oriented

**Options :**

60348962505. 1

60348962506. 2

60348962507. 3

60348962508. 4

**Question Number : 71 Question Id : 60348916615 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

The work innovation as such has no specific definition. However, there are various approaches and sub-classifications within each approaches to classify a new product. There used to be cell phones (mobile phones) without any camera. One fine day one of the mobile camera manufacturing company announces a new mobile phone with the built-in camera in it. Under product oriented definition of innovation, it is considered as \_\_\_\_\_ .

1. A discontinuous innovation
2. A dynamically continuous innovation
3. Continuous innovation
4. Category first innovation

**Options :**

60348962509. 1

60348962510. 2

60348962511. 3

60348962512. 4

**Question Number : 72 Question Id : 60348916616 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 behaviour and thus such product innovations are separately classified. If PHILIPS introduces a Multi-blade automatic shaving handset, vis-a-vis one blade automatic shaving handset, which has the least disruptive influence on established patterns of behaviour, 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 :**

60348962513. 1

60348962514. 2

60348962515. 3

60348962516. 4



**Question Number : 73 Question Id : 60348916617 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. Acquaguard UV -3 water filter creates notion among its consumers that it is better than Acquaguard UV-2, thus this influencing characteristic is identified as \_\_\_\_\_.

1. Relative advantage
2. Compatibility
3. Complexity
4. Trial ability

**Options :**

60348962517. 1

60348962518. 2

60348962519. 3

60348962520. 4

**Question Number : 74 Question Id : 60348916618 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

Diffusion researchers have developed a model of innovation resistance to provide further insights into adoption and diffusion processes. In simple terms, there are 4 sources of consumer resistance namely – usage barrier, value barrier, \_\_\_\_\_, and psychological barrier.

1. Service barrier
2. Risk barrier
3. Utility barrier
4. Information barrier

**Options :**

60348962521. 1

60348962522. 2

60348962523. 3

60348962524. 4

**Question Number : 75 Question Id : 60348916619 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 sceptical 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 :**

60348962525. 1

60348962526. 2

60348962527. 3

60348962528. 4

**Question Number : 76 Question Id : 60348916620 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

\_\_\_\_\_ knows about all available products, has enough of information to rank them correctly in terms of merits and demerits, knows about their prices and buys the best product that benefits him the most.

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

**Options :**

60348962529. 1

60348962530. 2

60348962531. 3

60348962532. 4

**Question Number : 77 Question Id : 60348916621 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. Solution derivation

**Options :**

60348962533. 1

60348962534. 2

60348962535. 3

60348962536. 4

**Question Number : 78 Question Id : 60348916622 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 the product PICKLE, the consumer buying behaviour type will be \_\_\_\_\_ as brand is known and risk is low and does not need high involvement.

1. Limited problem solving behaviour
2. Extended problem solving behaviour
3. Reutilised Response Behaviour
4. Neutral Response Behaviour

**Options :**

60348962537. 1

60348962538. 2

60348962539. 3

60348962540. 4

**Question Number : 79 Question Id : 60348916623 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. Reutilised Response behaviour
4. Further utilized response behaviour

**Options :**

60348962541. 1

60348962542. 2

60348962543. 3

60348962544. 4

**Question Number : 80 Question Id : 60348916624 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

Schiffman-Kanuk Model of Consumer Decision-making takes care of the two types of individual consumers – cognitive or problem solving, and \_\_\_\_\_. This right is termed as \_\_\_\_\_.

1. Trend setting
2. Emotional
3. Pro-active
4. Reactive

**Options :**

60348962545. 1

60348962546. 2

60348962547. 3

60348962548. 4

**Question Number : 81 Question Id : 60348916625 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 :**

- 60348962549. 1
- 60348962550. 2
- 60348962551. 3
- 60348962552. 4

**Question Number : 82 Question Id : 60348916626 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

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

Relationship marketing opens a two-way communication channel with consumers. It has the potential to win \_\_\_\_\_.

1. Their goodwill
2. Their business
3. Their preference
4. Their loyalty

**Options :**

- 60348962553. 1
- 60348962554. 2
- 60348962555. 3
- 60348962556. 4

**Question Number : 83 Question Id : 60348916627 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. Trade mark
2. Patent
3. Consumer protection
4. Indian penal code

**Options :**

60348962557. 1

60348962558. 2

60348962559. 3

60348962560. 4

**Question Number : 84 Question Id : 60348916628 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

Organizations that promote consumer protection include government organizations and self-regulating business organizations. One such organization is CGSI known as \_\_\_\_\_.

1. Complaints Guidance Society of India
2. Consumer Grievances Society of India
3. Consumer Guidance Society of India
4. Compliance Grievances Social Institution

**Options :**

60348962561. 1

60348962562. 2

60348962563. 3

60348962564. 4

**Question Number : 85 Question Id : 60348916629 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 :**

60348962565. 1

60348962566. 2

60348962567. 3

60348962568. 4

**Question Number : 86 Question Id : 60348916630 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 sell something of little value instead of the real product and thus such goods are known as \_\_\_\_\_.

1. Sub-standard goods
2. Spurious goods
3. Adulterated goods
4. Defective goods

**Options :**

60348962569. 1

60348962570. 2

60348962571. 3

60348962572. 4

**Question Number : 87 Question Id : 60348916631 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 :**

60348962573. 1

60348962574. 2

60348962575. 3

60348962576. 4

**Question Number : 88 Question Id : 60348916632 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 choose
2. Right to redress
3. Right to safety
4. Right to information

**Options :**

60348962577. 1

60348962578. 2

60348962579. 3

60348962580. 4

**Question Number : 89 Question Id : 60348916633 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 :**

60348962581. 1

60348962582. 2

60348962583. 3

60348962584. 4

**Question Number : 90 Question Id : 60348916634 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

Modern consumer movement in India is viewed from two perspectives - that of consumer activism and that of \_\_\_\_\_.

1. Consumer exploitation
2. Business malpractices
3. Business self-regulation
4. Business self-protection

**Options :**

60348962585. 1

60348962586. 2

60348962587. 3

60348962588. 4

**Question Number : 91 Question Id : 60348916635 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

Various malpractices by manufacturers/sellers with consumers 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 :**

60348962589. 1

60348962590. 2

60348962591. 3

60348962592. 4

**Question Number : 92 Question Id : 60348916636 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

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

It is a basic right of the consumer to get good quality product which is safe to use. However, quality being subjective term, manufacturers can escape the responsibility. Thus, there was a need to have basic quality standards being laid down and same is covered under the guidelines issued by the \_\_\_\_\_.

1. Indian Standards Act
2. Bureau of Indian Standards
3. Basic Indian Standards
4. Bureau of Ingredients Standards

**Options :**

60348962593. 1

60348962594. 2

60348962595. 3

60348962596. 4

**Question Number : 93 Question Id : 60348916637 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 :**

60348962597. 1

60348962598. 2

60348962599. 3

60348962600. 4

**Question Number : 94 Question Id : 60348916638 Question Type : MCQ Option Shuffling : No  
Is Question Mandatory : No**

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

\_\_\_\_\_ 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. Prevention of Consumer Rights Misuse Act
2. Consumer Protection Act
3. MRTP Act
4. The Indian Sale of Goods Act

**Options :**

60348962601. 1

60348962602. 2

60348962603. 3

60348962604. 4

**Question Number : 95 Question Id : 60348916639 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 :**

60348962605. 1

60348962606. 2

60348962607. 3

60348962608. 4

**Question Number : 96 Question Id : 60348916640 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 :**

60348962609. 1

60348962610. 2

60348962611. 3

60348962612. 4

**Question Number : 97 Question Id : 60348916641 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 :**

60348962613. 1

60348962614. 2

60348962615. 3

60348962616. 4

**Question Number : 98 Question Id : 60348916642 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. A moment of delight

**Options :**

60348962617. 1

60348962618. 2

60348962619. 3

60348962620. 4

**Question Number : 99 Question Id : 60348916643 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 marvel

**Options :**

60348962621. 1

60348962622. 2

60348962623. 3

60348962624. 4

**Question Number : 100 Question Id : 60348916644 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 :**

60348962625. 1

60348962626. 2

60348962627. 3

60348962628. 4