

**Consumer Behavior**

**9:00am to 11:00am**

**Semester – III (Marketing)**

**June 13, 2010**

**SECTION A (ONE MARKS)**

- (1) \_\_\_ is self esteem recognition.
- (a) psychological needs
  - (b) safety and security needs
  - (c) belongingness and love needs
  - (d) Esteem and ego needs

Answer : D

- (2) Operant conditioning was developed by \_\_\_\_\_.
- (a) Ivan Pavlov
  - (b) B F Skinner
  - (c) both a and b
  - (d) none of the above

Answer : B

(3) \_\_\_ affect the perception especially when they have some prior experience with the stimuli.

- (a) stimulus characteristics
- (b) consumer characteristics
- (c) context
- (d) all of the above

Answer : B

- (4) This involves measuring in terms of general descriptions and categories.
- (a) qualitative research
  - (b) quantitative research
  - (c) both a and b
  - (d) none of the above

Answer : A

- (5) What are the sub-steps for the final purchase order?
- (a) preferred brand identification
  - (b) purchase intent
  - (c) purchase implementation
  - (d) all of the above

Answer : D

- (6) \_\_\_ proposed the system of classification.
- (a) Maslow
  - (b) McGuire
  - (c) Murray
  - (d) Dicter's

Answer : B

(7) Factors like age, education, income etc individually or in combination commonly used to segment the market are called \_\_\_\_\_.

- (a) Actionability

- (b) Homogeneity  
(c) Mass marketing  
(d) demographic variables

Answer : D

- (8) What are the advantages of consumer orientations of an organization?  
(a) retention of customers  
(b) leads to hike in price  
(c) helps in business crisis  
(d) all of the above

Answer : D

- (9) Which of the following given statement is True?  
(a) social class refers to the hierarchical distinctions between individual or groups in societies or cultures.  
(b) though income is an important determinant of social class there is no one-to-one correspondence between the two.  
(c) Intergenerational influence refers to the transmission of values, attitudes and behaviours from one generation to another.  
(d) all of the above

Answer : D

- (10) This represents generally accepted ways of behaving in social situations.  
(a) things  
(b) symbols  
(c) etiquette  
(d) space

Answer : C

- (11) These reflect a society's view of the appropriate relationship between individuals and groups within the society.  
(a) other-oriented values  
(b) Environment oriented values  
(c) self-oriented values  
(d) none of the above

Answer : A

- (12) In this strategy, the marketer tries to shift the beliefs of the consumer about the performance of the brand in one or more attributes. Which is this strategy?  
(a) Add beliefs  
(b) Change beliefs  
(c) Change Ideals  
(d) Shift Importance

Answer : B

- (13) According to this model, the consumer establishes the minimum required performance standards for each evaluative criterion and selects the first of all brands that surpasses these minimum standards. Which is this Model?  
(a) Compensatory Model  
(b) Disjunctive Model  
(c) Conjunctive Model  
(d) Lexicographic Model

Answer : C

(14) A \_\_\_\_\_ is a form of qualitative research in which a group of people is asked about their attitudes towards a product, service or an idea.

- (a) surveys
- (b) personal interview
- (c) focus groups
- (d) projective groups

Answer : C

(15) Individuals who have information about many kinds of products, places to shop and other facets of markets are called....

- (a) Market Mavens
- (b) Opinion Leaders
- (c) Industry Experts
- (d) Advisors

Answer : A

(16) Celebrity presents a product or service as part of the character in the ad story.

- (a) Testimonial
- (b) Actor
- (c) Endorsement
- (d) Spokesperson

Answer : B

(17) The consumers who are skeptical, traditional, lower socio-economic status; adopt new ideas just after the average time, adopting may be due to economic necessity or due to peer pressures. They are.....

- (a) Late Majority
- (b) Laggards
- (c) Innovators
- (d) Early Majority

Answer : A

(18) What are the elements on which the diffusion process focus on?  
(a) the characteristics of an innovation which may influence its adoption  
(b) the decision-making process that occurs when individuals consider adopting a new idea, product or practice.

- (c) both a and b
- (d) none of the above

Answer : C

(19) What are the basic elements of diffusions?

- (a) Innovation
- (b) The channels of communication
- (c) The social system
- (d) all of the above

Answer : D

(20) \_\_\_\_\_ is the source of primitive energy that builds up and needs to be released or expressed in some way.

(a) id

- (b) ego
- (c) super ego
- (d) motivation

Answer : A

( ) SECTION B

(21) ----- and ----- are the models of purchase decision process

- (a) Economic View and Passive View
- (b) Economic View and Business View
- (c) Emotional View and Business View
- (d) Business View and Professional View

Answer : A

(22) Which one of the following is NOT a criteria in segmenting Business Markets?

- (a) measurability
- (b) substantiality
- (c) operational relevance
- (d) adaptability

Answer : D

(23) What are the factors affecting social class?

- (a) environmental circumstances
- (b) historical, cultural, religious, travel
- (c) occupation
- (d) all of the above

Answer : C

(24) \_\_\_\_\_ is the purchase of standard parts.

- (a) New task purchase
- (b) modified re buy
- (c) straight re buy
- (d) all of the above

Answer : C

(25) Consumer behaviour can be studied from two different perspectives, \_\_\_\_\_ and \_\_\_\_\_.

- (a) personal, general
- (b) consumer, personal
- (c) consumer, managerial
- (d) consumer, customer

Answer : C

(26) In the \_\_\_\_\_ strategy, the company tries to diversify the risk by selecting a number of attractive segments.

- (a) single segment concentration
- (b) selective specialization
- (c) product specialization
- (d) market specialization

Answer : B

(27) This is similar to word association excepting that the respondent is presented

incomplete sentence and is asked to complete the sentence.

- (a) Word association
- (b) Sentence completion
- (c) Story completion
- (d) none of the above

Answer : B

(28) There are \_\_\_\_\_ stages in arriving at a decision to purchase or reject a new product.

- (a) six
- (b) five
- (c) four
- (d) seven

Answer : B

(29) \_\_\_\_\_ and \_\_\_\_\_ are the two ways of classifying innovations depending on their orientations.

- (a) Company Oriented and Industry Oriented
- (b) Product Oriented and Industry Oriented
- (c) Company Oriented and Product Oriented
- (d) Company Oriented and Production Oriented

Answer : C

(30) In this, respondent knows neither the purpose of research nor the response categories restructured.

- (a) non-disguised structured techniques
- (b) non-disguised non-structured technique
- (c) disguised structured techniques
- (d) disguised non-structured techniques

Answer : D

(31) Individuals acquire needs as a response to their environment. They are known as \_\_\_\_\_.

- (a) innate needs
- (b) acquired needs
- (c) both a and b
- (d) none of the above

Answer : B

( ) SECTION C

(32) "shift importance" strategy follows the \_\_\_\_\_ route for changing of attitudes.

- (a) affective
- (b) cognitive
- (c) behavioural
- (d) psychological

Answer : B

(33) \_\_\_\_\_ is the practice of a firm selling a product at a very low price with the intent of driving competitors out of the market.

- (a) predatory pricing
- (b) destroyer pricing

- (c) both a and b  
(d) none of the above

Answer : C

(34) Which of the following statement is False?

- (a) There are three basic principles of perpetual organizations -Figure & ground, grouping and closure.  
(b) Consumers tend to outgrow old tastes as they grow. This is called as "maturation".  
(c) Anything that increases the likelihood that a given response will be repeated in the future is considered reinforcement.  
(d) none of the above

Answer : D

(35) From the followings identify the strength of learning:

- (a) Education  
(b) Importance  
(c) Involvement  
(d) Perceptione. Experience  
(a) Only a), e)  
(b) Only b), c), e)  
(c) Only b), c)  
(d) Only a), d), e)

Answer : c

(36) From the following identify factors that affect attitude change:

- (a) Target characteristics  
(b) Message characteristics  
(c) Emotional route  
(d) Cognitive route  
(a) Only a) b) c)  
(b) Only a) c) d)  
(c) Only a) b) d)  
(d) a), b), c) d)

Answer : c

(37) In case of diffusion of innovation, identify the right sequence of adoption from the followings:

- (a) Awareness – Interest – Trial – Evaluation – Adoption  
(b) Awareness – Interest – Trial – Adoption – Evaluation  
(c) Awareness – Interest – Evaluation – Trial – Adoption  
(d) Awareness – Trial – Interest – Evaluation – Adoption

Answer : C

(38) There is a strong possibility of opinion leaders to become innovators.

- (a) true  
(b) false  
(c) cant say  
(d) maybe

Answer : A



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