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www.vchowk.com**MKT530 Consumer behavior MCQS**

Solved by DR ABDUL SABOOR

MS business administration (VU)

Mb120400120@vu.edu.pkwww.vchowk.com

Cell=0334-7165488

1. _____ is the buying behaviour of final consumers.

- ☐ Reseller buyer behaviour.
- ☐ Business buying behaviour
- ☒ Consumer buyer behaviour
- ☐ Global purchasing

2. All of the following factors would be listed as social factors that influence consumer behaviour EXCEPT:

- ☐ Family.
- ☒ Occupation.
- ☐ Reference groups.
- ☐ Roles and status.

3. Which of the following would correctly be labelled as a cultural factor that would influence consumer behaviour?

- ☒ Social class.
- ☐ Lifestyle.
- ☐ Reference groups.
- ☐ Family.

4. Which of the following Canadian subcultures is described by the following situation: buying power of \$300 billion annually; comprise approximately 18% of the population and growing rapidly; and believe they have been neglected or misrepresented by marketers?

- ☒ Visible minorities.

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- ☐ Aboriginal peoples.
- ☐ Canadians of French descent.
- ☐ Canadians of European descent.

5. Which of the following statements about social class in Canada is NOT TRUE?

- ☐ People in a particular social class tend to exhibit a similar buying behaviour.
- ☒ Social class is determined by a single factor—occupation.
- ☐ Lines between social classes are not rigid.
- ☐ Lines between social classes are not fixed.

6. Which of the following social value groups, or "tribes", as determined by the Environics Research Group were described as being about 18 percent of the Canadian population, were motivated by achieving financial independence, stability, and security, and valued self-preservation and nostalgia for the past?

- ☐ Anxious Communitarians.
- ☒ Disengaged Darwinists.
- ☐ Social Hedonists.
- ☐ Rational Traditionalists.

7. Which of the following would be the BEST description of the major AIO dimensions that describe a person's pattern of living?

- ☐ Activities, Innovation, and Occasions.
- ☒ Activities, Interests, and Opinions.
- ☐ Attitudes, Income, and Observations.
- ☐ Attitudes, Interests, and Opinions.

8. "We are what we have" would be associated with which of the following concepts?

- ☐ Attitudes.
- ☒ A person's self-concept.

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- ☐ Beliefs.
- ☐ Personality.

9. Another term for a motive (especially after it has become activated or directed) is a:

- ☐ Action.
- ☐ Need.
- ☐ Cue.
- ☐ Drive.

10. Basic needs such as hunger and thirst are called:

- ☐ Psychological needs.
- ☐ Safety needs.
- ☐ Social needs.
- ☐ Physiological needs.

11. _____ describes changes in an individual's behaviour arising from experience.

- ☐ A cue.
- ☐ Motivation.
- ☐ Stimulus object.
- ☐ Learning.

12. Which step of the buyer decision process immediately precedes the purchase decision?

- ☐ Evaluation of alternatives.
- ☐ Information search.
- ☐ Need recognition.
- ☐ Postpurchase behaviour.

13. If a consumer has discomfort caused by postpurchase conflict, the

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consumer is experiencing:

- ☒ Cognitive dissonance.
- ☐ Subliminal persuasion.
- ☐ Confirmation.
- ☐ Stimulus ambiguity.

14 The stage in the adoption process where the consumer considers whether trying the new product makes sense is called:

- ☐ Interest.
- ☐ Trial.
- ☒ Evaluation.
- ☐ Adoption.

15 With respect to product characteristics that impact the rate of adoption of a product, _____ is the degree to which the innovation is difficult to understand or use.

- ☐ Divisibility.
- ☒ Complexity.
- ☐ Compatibility.
- ☐ Relative advantage.

16 A business buying situation in which the buyer purchases a product or service for the first time is called a:

- ☒ New task.
- ☐ Modified rebuy.
- ☐ Systems selling.
- ☐ Straight rebuy.

17 During which stage of the business buying decision process does the business buyer list such items as technical specifications, the quantity needed, expected time of delivery, return policies, and warranties?

- ☒ Order-routine specification.

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