

Consumer Buyer Behaviour

- 1) Consumer behaviour refers to the use of scarce resources like
 - i. Time and money,
 - ii. Time, money & efforts,
 - iii. Time, money, efforts & benefits,
 - iv. **Time, money & efforts on consumption of items available.**

- 2) Marketing Research is a useful tool to find solutions to any problem of -----
 - i. Competitors,
 - ii. **Marketing,**
 - iii. Consumer,
 - iv. Company itself.

- 3) Market Segmentation is the process of conversion of a -----
 - i. **heterogeneous market into homogeneous group,**
 - ii. homogeneous group into heterogeneous market,
 - iii. unwanted customers into wanted customers,
 - iv. unwilling customers into willing customers.

- 4) Learning can be highly complex ----- process.
 - i. Decision making,
 - ii. Information gathering,
 - iii. **Problem solving,**
 - iv. Control mechanism.

- 5) Sub – liminal Perception is commonly in use in the field of -----
 - i. Psychology,
 - ii. Sales,
 - iii. **Advertising,**
 - iv. Distribution.

- 6) “Our needs are biogenic & wants are product specific” – state -----
- True,
 - False.
- 7) According to Freudian theory, human personality consists of three interacting systems.
- Id, super – ego, ego.**
 - Id, esteem, respect.
 - Super – ego, ego, respect.
 - Ego, respect, sentiments.
- 8) We purchase a specific brand of Instant foods, Soft drinks etc because of -----
- a favourable attitude,
 - pressure of the situation,**
 - status – symbol,
 - changing preferences.
- 9) Under communication process, the response of the audience is known by developing -----
- Communication network,
 - The feedback channels,**
 - Relationship,
 - Audience analysis.
- 10) ----- encourages individuals to associate with people.
- Affiliation motive,**
 - Social motive,
 - Prestige motive,
 - Self realisation.