

Sample Question Paper

Subject- Consumer Buyer Behavior

Subject code 195

Note – This is a sample Question paper for student's exam reference only, might be pattern of paper can be change in actual examination.

Q.1 Narendra bought a pair of sports shoes for Rs. 4000 & while buying socks for Rs. 50, he fought with shopkeeper to bargain the price, Narendra is:-

1. Price conscious customer
2. Value buyer
3. Hybrid customer
4. All of the above

Correct Answer :-

Hybrid customer

Q. 2 Consumer buying motives in case of purchase of bath soaps are _____.

1. Price and brand
2. Price and product features
3. Promotion and product features
4. Product unique features

Correct Answer :-

Product unique features

Q. 3 Consumer research is restricted to consumer buying decisions.

1. TRUE
2. FALSE

Correct Answer :-

FALSE

Q. 4 Initially marketers thought that if they were able to predict consumer behaviour, they would be influencing it, this is a what type of approach to consumer behaviour?

1. Professional
2. Positivist
3. Perfect
4. None of these

Correct Answer :-

Positivist

Q. 5 King Laltman (researcher) contributed on the subject of social class.

1. TRUE
2. FALSE

Correct Answer :-

FALSE

Q. 6 Do you feel in today's generation, gender roles are overlapped?

1. Yes
2. No

Correct Answer :-

Yes

Q. 7 Marketing concept emphasizes on the needs & wants of _____.

1. The served customers
2. The potential customers
3. The competitors
4. The internal customers

Correct Answer :-

The potential customers

Q. 8 During the year 1966, researcher 'Wells' contribution was towards the study of _____.

1. Attitude
2. Lifestyle
3. Culture

4. Social-class

Correct Answer :-

Lifestyle

Q. 9 Consumer behaviour deals with:-

1. Behaviour of consumer deciding to buy or not to buy
2. Behaviour of consumer deciding use or not to use
3. Behaviour of consumer deciding dispose or not to dispose

Which of the above statement is true?

4. All of these

Correct Answer :-

All of these

Q. 10 Madhur Tobacco Company plans to collect information in order to select media of advertisement and sales promotion, which is the effective method of gathering the information in this case.

1. Observation method
2. Experimental method
3. Surveys
4. None of the above

Correct Answer :-

Surveys

Q. 11 The experimental group is a group whose behaviour is observed under _____.

1. Environmental conditions
2. Experimental conditions
3. Normal conditions
4. Unusual conditions

Correct Answer :-

Experimental conditions

Q. 12 Exploring consumer response to advertising is possible by clinical interview'.

1. TRUE
2. FALSE

Correct Answer :-

FALSE

Q. 13 higher rate of refusal & a lower degree of accuracy are the weakness of the _____.

1. Field survey
2. Mail survey
3. Telephonic interview
4. Personal interview

Correct Answer :-

Mail survey

Q. 14 Marketing research is a useful tool to find solutions to any problem of _____.

1. Competitors
2. Marketing
3. Consumer
4. Company itself

Correct Answer :-

Marketing

Q. 15 A group whose behaviour is observed under normal conditions is called as _____.

1. Experimental group
2. Reference group
3. Expert group
4. Casual group

Correct Answer :-

Reference group