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 ------
   i. True,
   ii. False.

7) According to Freudian theory, human personality consists of three interacting systems.
   i. **Id, super – ego, ego.**
   ii. Id, esteem, respect.
   iii. Super – ego, ego, respect.
   iv. Ego, respect, sentiments.

8) We purchase a specific brand of Instant foods, Soft drinks etc because of ----------
   i. a favourable attitude,
   ii. **pressure of the situation,**
   iii. status – symbol,
   iv. changing preferences.

9) Under communication process, the response of the audience is known by developing ----------
   i. Communication network,
   ii. **The feedback channels,**
   iii. Relationship,
   iv. Audience analysis.

10) ---------- encourages individuals to associate with people.
    i. **Affiliation motive,**
    ii. Social motive,
    iii. Prestige motive,
    iv. Self realisation.