

MOCK MCQ TEST

**SUBJECT: CONSUMER BEHAVIOUR
(CB)**

PAPER CODE: MS 211

DELHI INSTITUTE OF ADVANCED STUDIES

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1. Tendency to which results of innovation are communicated to others is classified as
 - (a) relative advantage
 - (b) divisibility
 - (c) communicability
 - (d) compatibility

2. Person's own living or interacting and acting pattern is classified
 - (a) lifestyle
 - (b) personality and self-concept
 - (c) social class
 - (d) None of above

3. Needs of customers are triggered by
 - (a) internal stimuli
 - (b) external stimuli
 - (c) both a and b
 - (d) none of above

4. Group which can exert influences on other because of specialized knowledge and skills is called
 - (a) opinion leader
 - (b) leading adopters
 - (c) influential
 - (d) all of above

5. A need that is aroused up to sufficient level is called
 - (a) want
 - (b) motive or drive
 - (c) Both a and b
 - (d) none of above

6. Customers keeping such information that supports their attitudes towards brand is classified as
 - (a) selective attention
 - (b) selective distortion

- (c) selective retention
(d) all of above
7. Marketing managers should adapt the marketing mix to _____ and constantly monitor value changes and differences in both domestic and global markets.
- (a) Sales strategies
(b) Marketing concepts
(c) Cultural values
(d) Brand images
8. The whole sellers and retailers buying behavior is classified as
- (a) business buyer behavior
(b) derived demand
(c) business buying process
(d) cognitive dissonance
9. The demand of business buyers is derived from
- (a) final consumer demand
(b) raw materials suppliers
(c) production controller
(d) logistic managers
10. In business buying process, the group who has formal authority of supplier selection is classified as
- (a) user
(b) influencer
(c) decider and gatekeeper
(d) buyer
11. The stage in buying behavior which follows the reviews of supplier proposals by business buyer is
- (a) supplier selection
(b) proposal solicitation
(c) supplier search
(d) order-routine specification'
12. The demand which is affected by price changes in short term is
- (a) elastic demand
(b) inelastic demand
(c) realistic demand
(d) unrealistic demand

13. Maslow's hierarchy of needs, food, water, sleep, and to an extent, sex, are considered _____ motives.
- (a) Safety
 - (b) self-actualization
 - (c) Physiological
 - (d) Belongingness
14. Maslow's hierarchy of needs includes all EXCEPT which of the following?
- (a) Cognition
 - (b) physiological
 - (c) safety
 - (d) Belongingness
15. Maslow's hierarchy of needs is based on which premise?
- (a) All humans acquire a similar set of motives through genetic endowment and social interaction.
 - (b) Some motives are more basic or critical than others.
 - (c) The more basic motives must be satisfied to a minimum level before other motives are activated.
 - (d) all of the above
16. The rational element of motivation is called:
- (a) A goal
 - (b) An incentive
 - (c) A drive
 - (d) None of the above
17. A motive which operates below the conscious level is called:
- (a) A conscious motive
 - (b) A dormant motive
 - (c) An emotional motive
 - (d) None of the above
18. Rules for purchasing are called:
- (a) Risk reducers
 - (b) Heuristics
 - (c) Purchase regulations
 - (d) None of the above
19. According to Freud, which of the following is our conscious self?

- (a) The id
(b) The superego
(c) The ego
(d) None of the above
20. When a stimulus that is close to the conditioned stimulus evokes the conditioned response, this is called:
(a) Generalization
(b) Extinction
(c) Discrimination
(d) None of the above
21. An external trigger that encourages learning is called:
(a) A response
(b) A cue
(c) Reinforcement
(d) None of the above
22. The emotional component of attitude is called:
(a) Cognition
(b) Conation
(c) Affect
(d) None of the above
23. The effect whereby someone holding two conflicting attitudes at once feels discomfort is called:
(a) Attitude disconfirmation
(b) Affective re-adjustment
(c) Cognitive dissonance
(d) None of the above
24. Intelligent interruption in communication is called:
(a) Noise
(b) Interference
(c) Encoding
(d) None of the above
25. What does VALS stand for?
(a) Value Added Living Systems
(b) Values and Life Styles
(c) Variable Living Styles

- (d) None of the above
26. Which of the following statements is true about the goal theory of motivation?
- (a) People with easier goals will perform better than people with difficult goals.
 - (b) A person's level of commitment to a goal will not regulate the level of effort expended.
 - (c) Research has shown that there is little support for the goal theory and its effects on motivation with regard to the relationship between goal-setting and performance.
 - (d) People with difficult goals will perform better than people with easier goals.
27. People will forget much that they learn. They tend to retain information that supports their attitudes and beliefs. This is called _____.
- (a) Selective retention
 - (b) Selective distortion
 - (c) Selective attitude
 - (d) Selective attention
28. A person's _____ comprises internal factors, such as ability, intelligence and personality, and will determine how an individual responds to certain stimuli.
- (a) Sensory limit
 - (b) Cognitive set
 - (c) Perceptual set
 - (d) Psychological threshold
29. Which of the following will influence an individual's perceptions?
- (a) Previous experiences.
 - (b) Individual needs.
 - (c) Sensory limitations.
 - (d) All of the above.
30. Which two of the following are terms used by Cook to describe the two kinds of information used in a social encounter?
- (a) Secondary information and Dynamic information
 - (b) Impressionistic information and Dynamic information
 - (c) Static information and Dynamic information
 - (d) Dynamic information and primary information

- 31 The set of shared beliefs, behaviors and attitudes associated with a large group of people is called:
- Religion
 - Culture
 - Social Framework
 - Ethics
- 32 A custom with a strong moral component is called:
- Taboo
 - A more
 - An imperative
 - Ethic
- 33 Which of the following is NOT one of Hofstede's dimensions?
- Masculinity-femininity
 - Individualism-collectivism
 - Wealth-poverty
 - Environment
- 34 A culture in which the norms are embedded deeply in its members is called
- A high-context culture
 - A repressive culture
 - A low-context culture
 - None of the above
- 35 Which of the following is NOT a stage in acculturation?
- Honeymoon
 - Rejection
 - Quittance
 - Confidence
- 36 The groups we see occasionally, with whom we have a shared interest, are called:
- Primary groups
 - Secondary groups
 - Familiarity groups
 - Tertiary groups

- 37 The view that lower-class people imitate upper-class people is called:
- Trickle-down theory
 - Imitation theory
 - Class differential theory
 - None
- 38 Insistent demands for products is called:
- Pester power
 - Irritation power
 - Child pressure
 - Peer pressure
- 39 The person with the most power is called:
- The most powerful person
 - The least dependent person
 - The most independent person
 - Interdependent
- 40 Those who seek out new intellectual experiences are called:
- Cognitive innovators
 - Sensory innovators
 - Attitudinal innovators
 - Intelligent
- 41 Which of the following would be the best illustration of a subculture?
- a religion
 - a group of close friends
 - your university
 - a fraternity or sorority
42. The relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interests, and behavior constitute what?
- a culture
 - a subculture
 - a social class
 - a family

43. A person's what consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior?

- a) subculture
- b) family
- c) social class
- d) reference groups

44. Social classes differ in media preferences, with upper-class consumers often preferring what and lower-class consumers often preferring television?

- a) movies
- b) radio
- c) video or computer games
- d) magazines and books

45. Marketers use various mythical creatures and personalities, such as the Pillsbury Doughboy or Sasquatch, to create an identity for their products. The personalities become well-known in popular culture and are effective representatives for their products. Such figures are called:

- a) Spokespersons
- b) Marketing figures
- c) Role icons
- d) Product determinants
- e) None of the above

46. Which of the following is not a sales forecasting method?

- (a) Leading indicators.
- (b) binomial regression.
- (c) Time lag analysis.
- (d) Time series analysis.

47. What type of research would be appropriate in the following situation?

Nestle wants to investigate the impact of children on their parents' decisions to buy breakfast foods.

- (a) Focus groups.
- (b) Qualitative research.
- (c) Secondary research.
- (d) Quantitative research.
- (e) Mixed methodology.

48. What type of research would be appropriate in the following situation?
A college or university bookshop wants to get some insights into how students feel about the shop's merchandise, prices and service.
- (a) Qualitative research.
 - (b) Mixed methodology.
 - (c) Quantitative research.
 - (d) Focus groups.
 - (e) Secondary data.
49. What type of research would be appropriate in the following situation?
L'Oréal wants to determine whether a new line of deodorants for teenagers will be profitable
- (a) Quantitative research.
 - (b) Mixed methodology.
 - (c) Focus groups.
 - (d) Primary research.
 - (e) Qualitative research.
50. Why is market research an essential tool for the marketing manager?
- (a) Monitor changing needs and attitudes, etc.
 - (b) Develop more appropriate marketing mixes.
 - (c) Monitor progress and diagnose the root causes of marketing problems.
 - (d) Define and locate market segments.
 - (e) Understand segments' needs and wants.
 - (f) All the above.
51. The Internet is a powerful mechanism for conducting research. However, it does have its drawbacks. Which of the following signify these drawbacks?
- a) The possible inclusion of individuals not being targeted, that could skew the results.
 - b) Lack of information about the population responding to the questionnaire.
 - c) Eye contact and body language, (two useful research indicators) are excluded from the analysis.
 - d) All the above.
 - e) None of the above.
52. Which barrier relates to socio-culturally accepted norms of behavior that are regarded as “right and appropriate,” by the consumer segment?
- a) Social
 - b) Tradition
 - c) Moral
 - d) Ethical

53. How has the Internet changed consumers' ability to search for information?
- a) allows easy access to manufacturers' Web sites
 - b) allows easy access to other consumers
 - c) allows easy access to government agencies
 - d) expands the ability of marketers to provide information to consumers
 - e) all the above
54. Which of the following statements is FALSE regarding information search?
- a) Consumers continually recognize problems and opportunities, so internal and external searches for information to solve these problems are ongoing processes.
 - b) Searching for information is free.
 - c) Information search involves mental as well as physical activities that consumers must perform.
 - d) The benefits of information search often outweigh the cost of search.
 - e) Consumers acquire a substantial amount of relevant information without deliberate search.
55. Sales personnel, Web sites, and advertising represent which type of information source?
- a) memory
 - b) personal sources
 - c) independent sources
 - d) marketing sources
 - e) experiential sources
56. Research has shown that most of the online search leading up to a purchase was What?
- a) brand only
 - b) generic
 - c) brand-item
 - d) retail
 - e) price-related
57. Consumers conducting a generic search in an Internet search engine use which type of terms?
- a) retailer-related terms
 - b) brand-related terms
 - c) general product-related terms
 - d) brand- plus product-related terms
 - e) price-related terms

58. Consumers conducting a generic search in an Internet search engine use which type of terms?

- a) retailer-related terms
- b) brand-related terms
- c) general product-related terms
- d) brand- plus product-related terms
- e) price-related terms

59. Bob is searching the Internet for information on digital cameras, so he types in the words “digital camera” in Google. Which type of search is Bob conducting?

- a) brand only
- b) generic
- c) brand-item
- d) retail
- e) price-related

60. Services that aid consumers in their search and decision making on the Internet are known as what?

- a) bots
- b) worms
- c) viruses
- d) seekers
- e) minimizers

ANSWER KEY

1	c	11	a	21	b	31	a	41	a	51	e
2	a	12	a	22	c	32	b	42	a	52	b
3	c	13	c	23	b	33	c	43	d	53	e
4	b	14	a	24	b	34	a	44	d	54	b
5	b	15	d	25	b	35	c	45	e	55	d
6	c	16	a	26	d	36	b	46	b	56	b
7	a	17	b	27	a	37	a	47	b	57	c
8	a	18	b	28	c	38	a	48	d	58	c
9	a	19	c	29	d	39	b	49	b	59	b
10	d	20	a	30	c	40	a	50	f	60	a

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