



**Pune Vidyarthi Griha's
College of Science & Technology**
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BACHELORS OF MANAGEMENT STUDIES

SYBMS SEMESTER III – CONSUMER BEHAVIOUR

SAMPLE QUESTION PAPER

Q No	Question	Answer 1	Answer 2	Answer 3	Answer 4
1	Any individual who purchases goods and services from the market for his end use is called _____.	Marketer	Purchaser	Consumer	Wholesaler
2	Consumer behaviour involves individual aspect as well as _____ aspect.	Social	External	Sentimental	Internal
3	_____ is the most important person in business.	Marketer	Purchaser	Consumer	Wholesaler
4	Consumer buying behaviour is _____ and ever flexible.	Easy	Complex	Challenging	Sentimental
5	Consumer buying behaviour is wide in _____.	Strategy	Scope	Structure	System
6	A clear understanding of consumer behaviour is essential in _____.	Marketing planning	Marketing mix	Marketers	Wholesaler
7	Importance of study of consumer behaviour is universally accepted in _____.	Modern Marketing management.	Marketing Planning	Marketing Mix	Marketing Strategy
8	At present, _____ is the country with highest numbers of consumers.	America	India	China	Africa
9	Marketing activities are fast increasing in _____.	Urban areas	Rural areas	Developing states	Metro cities
10	Consumer profiling is important as it provides much needed _____ to a marketing plan.	Style	System	Skill	Structure
11	Consumer Profiling helps the marketer to understand what is _____ to them.	Challenging	Important	Needed	Complex
12	Biogenic needs are _____ in character.	Permanent	Temporary	Ethical	Fictional
13	Hedonic needs are _____ and experimental.	Subjective	Temporary	Permanent	Ethical
14	Consumer is the _____ party in marketing.	Unnecessary	Necessary	Main	Second
15	Consumer involvement is _____ and related to product information.	Direct	Indirect	Subjective	Ethical
16	Product involvement is a _____ level of interest in a particular product.	Buyers	Sellers	Consumers	Wholesalers
17	Print is an _____ medium.	Low involvement	Medium involvement	High involvement	No involvement

18	Consumer involvement may be high involvement or low involvement as per the importance of a _____.	Product Price	Product Feature	Product Brand	Product information
19	_____ to a brand is dependent upon the users level of involvement.	Price	Loyalty	Interest	Importance
20	Consumer behaviour study helps in identifying the unfulfilled needs and wants of _____.	Seller	Buyer	Consumer	Wholesaler
21	_____ is a major area where consumer behaviour analysis can be used effectively.	Marketing mix	Product planning	Product positioning	Marketing planning
22	Knowledge of consumer behaviour acts as a key element to _____ marketing.	Successful	Unsuccessful	Ethical	Situational
23	The knowledge of consumer behaviour can be used for developing _____ for sales promotion and for facing market competition effectively.	Marketing strategies	Product planning	Marketing mix	Product positioning
24	The more we study the buyer, the more _____ he appears.	Challenging	Important	Complex	Easy
25	The job of marketers still remains _____, mainly because he has to predict the unpredictable – the buyer	Challenging	Important	Complex	Easy
26	There is _____ scope for more minute study on buyer behaviour.	Ample	Limited	Wide	Easy
27	Consumer behaviour has now become and integral part of _____ Planning.	Product	Marketing mix	Marketing	Strategic market
28	_____ have to give a lot of weightage to consumer research studies.	Marketers	Buyers's	Seller's	Wholesalers
29	_____ are using knowledge of consumer behaviour for effective marketing.	Marketers	Buyer's	Seller's	Wholesalers
30	Involvement is important to _____ because it affects numerous consumer behaviours	Marketers	Buyers's	Seller's	Consumers
31	There are _____ types of consumers.	1	2	3	4
32	_____ consumer's buy goods in order to return their institutions or organizations.	Organisational	retail	middle	individual
33	_____ are consumers who buy goods and services for personal consumption.	Organisational	Middle	Retail	Institutional
34	The overall market has grown from _____ in 2006 to US \$970 billion in 2011.	US \$150 billion	US \$250 billion	UD \$300 billion	US \$310 billion
35	The middle class consumers are _____.	aspirant towards brand	brand conscions	lexicons product users	hand to mouth consumers
36	As compared to individual consumer market, the nature of demand is fluctuating because the demand of Institutional consumers depends on the demand of the final consumers, is known as _____	direct demand	derived demand	elastic demand	inelastic demand
37	The demand is said to be _____ when the total demand for the organisations product does not get affected by price change.	supplementary	competitive	indirect	inelastic

38	_____ is when organizational buyers generally purchase goods from suppliers who in turn also purchase goods for them.	leasing	reciprocation	budgetary constraints	professional purchasing
39	According to _____ there are four types of consumer buying behavior on the basis of buyer involvement while purchasing any product.	Loudon	Kotler	Henry Aasel	Solomon
40	_____ means when a consumer is highly involved while purchasing a product.	high involvement	low involvement	No involvement	moderate involvement
41	In _____ buying behavior consumers are highly involved in the purchase of the product and there is significant difference between the brands.	dissonance reducing	high involvement	variety seeking	Complex
42	In _____ buying behavior the consumer involvement is low while purchasing the product but there are significant differences between brands.	dissonance reducing	high involvement	variety seeking	Complex
43	In _____ buying behaviour, consumer is highly involved in the purchase but there are only few differences between brands.	dissonance reducing	high involvement	variety seeking	complex
44	The low involvement of consumers and few differences between brands result in _____ buying behaviour.	dissonance reducing	high involvement	variety seeking	habitual
45	_____ helps in reducing the cost of acquiring the product.	reciprocation	leasing	budgetary constraints	professional purchasing
46	While purchasing an LED TV of 42 inches, a consumer gathers information about differences in features, sound quality, warranty, etc. between various brands. This is an example of _____	dissonance reducing buying behaviour	variety seeking buying behaviour	complex buying behaviour	habitual buying behaviour
47	The consumer decision making process can be classified into _____ stages.	8	2	3	5
48	_____ is the first stage in the consumer decision making process.	identifying the problem	evaluation of alternatives	post purchase behaviour	information search
49	Personal sources in the information search include _____.	advertisements	family, friends, neighbors	Mass media	dealers, packaging, display
50	In the cases of _____ a consumer decides on the basis of quality, durability, credibility of brand and after sale service.	alternative products	low value product	moderate value product	high value product

