

**JMS COLLEGE, MUNGER, BIHAR
(MUNGER UNIVERSITY)
Department of Commerce**

**B.Com Part-III (Consumer Behaviour)
Multiple Choice Questions (MCQs)**

1. At the top of Maslow's hierarchy of needs (shown as pyramid in the text) areNeeds.

- a. Esteem
- b. Self-actualization
- c. Social
- d. Safety

2. A person consists of all the groups that have a direct or indirect influence on his other attitudes or behaviour.

- a.Sub culture
- b.Family
- c.Social class
- d.Reference group

3.Which of the following would be the best illustration of a sub culture?

- a. a religion
- b. a group of close friends
- c. your university
- d. a fraternity or sorority

4. Understanding of consumer needs and then develops a marketing mix to satisfy these needs.

- a. Marketing concepts
- b. Strategic plan
- c. The product influences
- d. The price influences

5..... Is the single factor that best indicates the social class.

- a. Time
- b. Money
- c. Occupation
- d. Passion

6. Marketing strategies are often designed to influence and lead to profitable exchanges.

- a. Consumer decision making
- b. Sales strategies
- c. Advertising strategies
- d. Export strategies

7..... refers to the information a consumer has stored their memory a product or service.

- a. Cognitive dissonance
- b. Product knowledge
- c. Product research
- d. Marketing research

8..... can influence the consumers thought about products.

- a. Marketing & popularity
- b. Advertising, sales promotion, sales people and publicity
- c. Sales promotion, popularity and market
- d. Bill boards

9..... describes changes in an individual behaviour arising from experience.

- a. Modelling
- b. Motivation
- c. Perception
- d. Learning

10. Maslow's hierarchy of needs includes all except which of the following.

- a. Cognition
- b. Physiological
- c. Safety
- d. Belongings

11. Which of the following is not a part of group influence.

- a. Social class
- b. Social group
- c. Reference group
- d. Personality

12. Which step of the buyer decision process immediately precedes the purchase decision?

- a. Evaluation of alternatives
- b. Information search
- c. Need recognition
- d. Post purchase behavior

13. The stage in the adoption process where the consumer considers whether trying the new product make sense is called?

- a. Interest
- b. Trial
- c. Evaluation
- d. Adoption

14. Another term for a motive is a

- a. Action
- b. Need
- c. Cue
- d. Drive

15. The marketing information system begins and ends with ?

- a. Marketing managers
- b. Marketing intelligence
- c. Information technology
- d. Consumers

ANSWER KEY

1.b 2.d 3.a 4.a 5.c 6.a 7.b 8.b 9.d 10.a 11.d 12.a 13.c 14.d 15.a

Note : Dear students, for any doubt or clarification, send your query at madhulika.kvs@gmail.com