

V Semester ATKT Mock Examination Sept. 2020

Class : TYBMM

Marks : 20

Sub : Consumer Behavior

Duration : 30 Min

N.B. 1. All questions are compulsory

2. All questions are carry 1 marks

1. Kiran is highly involved in a purchase decision for a new car. She has searched the Internet, visited car dealerships, talked to friends and family, and paid attention to advertisements. According to the elaboration likelihood model, by which route is Kiran likely to be persuaded?

- A). primary route
- B). direct route
- C). central route
- D). peripheral route

Ans : C

2. 'Ads showing a housewife removing stubborn stain using a detergent' – is an example of _____

- A). Celebrity appeal
- B). Expert appeal
- C). Common man appeal
- D). Executive and spokesperson appeal

Ans : C

3. Traditional Family Life Cycle consists of _____ basic stages

- A). 5
- B). 3
- C). 4
- D). 6

Ans : A

4. The way the product is defined by consumers on important attributes is called _____

- A). market segmentation

- B).image psychology
- C).product position
- D).market targeting

Ans : C

5. _____ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.

- A). Multilingual needs
- B). Cultures
- C). Subcultures
- D). Product adaptation requirements.

Answer: C

6. Which from the below list is basis of measuring social class?

- A).Income
- B).Deathrate
- C).Birthrate
- D).Jobopportunities

Ans : A

7. Which statement is not correct about FLC?

- A).There are two types of FLC
- B).In bachelorhood stage consumer spent major part of income on personalcare products
- C).HDFC insurance target honeymooner group
- D).Post parenthood phase gives parents to spend time or income for themselves

Ans : C

8. _____ is one of the most basic influences on an individual's needs, wants and behavior.

- A).Brand
- B).Culture
- C).Product
- D).Price

Ans : B

9. An attitude comprises of?

- A).Learnedpredisposition
- B).Opinion
- C).InconsistentBehaviour
- D).Mindset

Ans : A

10. _____ is the one who acts to prevent or discourage a purchase.

- A).Influencer
- B).Gatekeeper
- C).Decision Maker
- D).Users

Ans : B

11. Consumersoften choose and use brands that consistent with how they see themselves, this is called _____

- A).actualself concept
- B).idealself concept
- C).othersself concept
- D).prohibitiveself concept

Ans : A

12. _____ is the first stage of FLC

- A).Honeymooners
- B).Bachelorhood
- C).Parenthood
- D).Empty Nest

Ans : B

13. A process by which one person informally influences others

- A).Leadership
- B).Opinion Leadership
- C).InformalLeadership
- D).FormalLeadership

Ans : B

14. _____ process through hwch individuals transmit information

- A).communication
- B).noise
- C).feedback
- D).understanding

Ans : A

15. Many beauty products, cosmetic have _____ endorsement.

- A).Common man
- B).Celebrity

- C).Expert
- D).Executive

Ans : B

16. Theelaboration likelihood model is a model of _____ .

- A).Attitude
- B).Motivation
- C).Persuasion
- D).Knowledge

Ans : C

17. _____ factors are the most popular base for segmenting customer group.

- A).geographic
- B).demographic
- C).psychographic
- D).behavioral

Ans : B

18. Which stage of FLC starts immediately after marriage?

- A).Bachelorhood
- B).Honeymooners
- C).Parenthood
- D).Empty Nest

Ans : B

19. A model that proposes that anattitude consists of three components.

- A).Tri-componentModel

- B).Multi-attributeModel
- C).Attitude-Towards-Behaviour
- D).ThreeStage Model

Ans : A

20. It includes the word people use, the ideacustoms and beliefs they share and the habits they pursue .

- A).Material culture
- B).Nonmaterial culture
- C).Groups
- D).Traditions

Ans : B