

**Department of Computer Science and Engineering**

Que. No	Question	Mark	Unit	CO	BL
1	What is Consumer Behavior? A) The study of businesses' purchasing habits B) The analysis of consumer preferences and decision-making processes C) The investigation of government spending patterns D) The examination of environmental factors affecting purchasing Answer:-B	1	1	1	1
2	Which of the following best describes the scope of Consumer Behavior? A) Narrowly focused on individual purchasing decisions B) Limited to understanding consumer motivations C) Broadly encompasses all aspects of consumer interactions with products and services D) Primarily concerned with marketing strategies Answer:-C	1	1	1	2
3	Why is studying Consumer Behavior important for businesses? A) To manipulate consumer choices B) To understand and predict consumer preferences and purchasing decisions. C) To increase government regulations on consumer products D) To reduce competition in the market Answer:-B	1	1	1	2
4	Which of the following is NOT an evolution trend of Consumer Behavior as a field of study? A) Increasing reliance on traditional marketing techniques B) Incorporating insights from psychology and sociology C) Emphasizing interdisciplinary approaches D) Focusing on the role of technology in consumer decision making Answer:-A	1	1	1	4
5	What is the behavioral dimension in the relationship between Consumer Behavior and Marketing? A) Analyzing consumer demographics B) Understanding consumer attitudes and perceptions C) Implementing pricing strategies D) Developing promotional campaigns Answer:-B	1	1	1	2
6	Market research is closely related to Consumer Behavior because it helps in: A) Manipulating consumer preferences B) Understanding market trends and consumer preferences C) Increasing product prices D) Decreasing product quality Answer:-B	1	1	1	2
7	Which research approach focuses on numerical data analysis in Consumer Behavior studies?	1	1	1	2

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	A) Qualitative research B) Observational research C) Quantitative research D) Experimental research Answer:-C				
8	Qualitative research in Consumer Behavior primarily focuses on: A) Statistical analysis B) Understanding consumer perceptions and motivations C) Conducting experiments D) Predicting consumer purchasing decisions Answer:-B	1	1	1	2
9	Which of the following is NOT a common qualitative research method used in Consumer Behavior studies? A) Surveys B) Focus groups C) In depth interviews D) Ethnographic research Answer:-A	1	1	1	4
10	Consumer Behavior research is interdisciplinary, drawing insights from which fields? A) Medicine and engineering B) Biology and chemistry C) Psychology and sociology D) Economics and politics Answer:-C	1	1	1	2
11	_____ (is) are transmitted through three basic organizations: the family, religious organizations, and educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard. A. Consumer feedback B. Marketing information systems C. Market share estimates D. Cultural values. Answer: D	1	1	1	1
12	What is market segmentation? A) Selling products in different markets simultaneously B) Identifying distinct groups of consumers with similar needs and characteristics C) Limiting the variety of products offered to consumers D) Focusing on a single target market exclusively Answer: D	1	2	2	2
13	What serves as the basis for market segmentation? A) Price of the product B) Demographic factors C) Limited competition D) Homogeneous consumer preferences Answer: B	1	2	2	2
14	Which of the following is NOT an alternative available for segmentation? A) Behavioral segmentation B) Geographic segmentation C) Universal segmentation	1	2	2	4

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	D) Psychographic segmentation Answer: C				
15	What is positioning in marketing? A) Establishing the price of a product in the market B) Creating a distinct image or identity for a product in the minds of consumers C) Limiting the distribution channels for a product D) Reducing the quality of a product to match competitors Answer: B	1	2	2	2
16	What role do buying motives play in the consumer decision making process? A) They have no impact on consumer behavior B) They determine the timing of purchases C) They influence why consumers make particular purchase decisions D) They are only relevant in business to business transactions Answer: C	1	2	2	2
17	Which of the following is NOT a buying role in the consumer decision making process? A) Initiator B) Influencer C) Decider D) Distributor Answer: D	1	2	2	4
18	What are the levels of consumer decision making? A) Routine, limited, extensive B) Minimal, moderate, maximal C) Basic, advanced, complex D) Primary, secondary, tertiary Answer: A	1	2	2	2
19	Which perspective to consumer decision making focuses on the rational evaluation of alternatives before making a purchase decision? A) Cognitive perspective B) Emotional perspective C) Behavioral perspective D) Social perspective Answer: A	1	2	2	2
20	What is the consumer decision making process? A) A simple, linear process involving only one step	1	2	2	2

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	<p>B) A complex, multi step process that consumers go through before making a purchase decision</p> <p>C) A spontaneous decision made without any thought or consideration</p> <p>D) A process that involves only emotional factors</p> <p>Answer: B</p>				
21	<p>Which step of the consumer decision making process involves recognizing a problem or need that requires satisfaction?</p> <p>A) Information search</p> <p>B) Evaluation of alternatives</p> <p>C) Problem recognition</p> <p>D) Purchase decision</p> <p>Answer: C</p>	1	2	2	2
22	<p>In the context of consumer decision making, what is the 'information search' stage about?</p> <p>A) It involves selecting the first product that comes to mind.</p> <p>B) It is when consumers evaluate different alternatives.</p> <p>C) It involves seeking information about available options to solve the problem or fulfill the need.</p> <p>D) It is when consumers make the final purchase decision.</p> <p>Answer: C</p>	1	2	2	2
23	<p>Which step of the consumer decision making process occurs after the purchase has been made?</p> <p>A) Problem recognition</p> <p>B) Information search</p> <p>C) Post purchase evaluation</p> <p>D) Evaluation of alternatives</p> <p>Answer: C</p>	1	2	2	2
24	<p>What are the primary motives driving consumer behavior?</p> <p>A) Emotional motives</p> <p>B) Financial motives</p> <p>C) Psychological motives</p> <p>D) Both A and C</p> <p>Answer: D</p>	1	2	2	2
25	<p>In the consumer decision making process, who are influencers?</p> <p>A) Individuals who directly purchase products</p> <p>B) Individuals who initiate the purchase process</p> <p>C) Individuals who provide information or recommendations that influence the purchase decision</p> <p>D) Individuals who evaluate alternatives before purchase</p> <p>Answer: C</p>	1	2	2	2
26	<p>. What is the primary objective of positioning in marketing?</p>	1	2	2	2

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	A) To reduce product prices B) To increase product quality C) To create a distinct image or perception of the product in consumers' minds D) To limit product availability Answer: C				
27	Which of the following is NOT a common basis for market segmentation? A) Geographic location B) Psychographic characteristics C) Seasonal variations D) Level of education Answer: C	1	2	2	4
28	Which model of consumer behavior emphasizes the influence of social factors such as culture, social class, and reference groups? ** A) Economic model B) Learning model C) Psychoanalytic model D) Sociological model Answer: D	1	3	3	2
29	Which model of consumer behavior suggests that consumers are influenced by unconscious motives and desires? ** A) Economic model B) Learning model C) Psychoanalytic model D) Sociological model Answer: C	1	3	3	2
30	Which model of consumer behavior emphasizes the role of learning and experience in shaping consumer preferences and behavior? ** A) Psychoanalytic model B) Sociological model C) Learning model D) Economic model Answer: C	1	3	3	2
31	According to the Engel - Kollat - Blackwell Model, what occurs during the evaluation of alternatives stage? ** A) Problem recognition B) Information search C) Comparison of different product options D) Post-purchase evaluation Answer: C	1	3	3	2
32	In the Nicosia model, which stage involves the consumer's interpretation and understanding of marketing communications? ** A) Input stage	1	3	3	2

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	B) Process stage C) Output stage D) Feedback stage Answer: B				
33	According to the Howard Sheth model, which stage involves the consumer's recognition of a problem or need? A) Input stage B) Process stage C) Output stage D) Psychological stage Answer: A	1	3	3	2
34	**Which model suggests that consumers pass through several stages, including need recognition, search for information, evaluation of alternatives, purchase decision, and post-purchase evaluation? A) Economic model B) Howard Sheth model C) Learning model D) Engel - Kollat - Blackwell Model Answer: B	1	3	3	2
35	Which model of consumer behavior emphasizes the interaction between individual and environmental factors, including input, process, and output variables? A) Howard Sheth model B) Nicosia model C) Engel - Kollat - Blackwell Model D) Engel, Blackwell, and Miniard (EBM) model Answer: D	1	3	3	2
36	Which model of consumer behavior focuses on the stages of problem recognition, information search, alternative evaluation, and purchase decision? A) Howard Sheth model B) Nicosia model C) Engel - Kollat - Blackwell Model D) Engel, Blackwell, and Miniard (EBM) model Answer: C	1	3	3	2
37	Which model of consumer behavior emphasizes the flow of information between the firm and the consumer, involving stages such as input, process, and output? A) Howard Sheth model B) Nicosia model C) Engel - Kollat - Blackwell Model D) Engel, Blackwell, and Miniard (EBM) model	1	3	3	2

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	Answer: B				
38	<p>The Howard Sheth model of Buying Behavior focuses on which key elements of consumer decision-making?*</p> <p>A) Motivation, perception, learning</p> <p>B) Culture, social class, reference groups</p> <p>C) Problem recognition, information search, evaluation of alternatives</p> <p>D) Input, process, output</p> <p>Answer: A</p>	1	3	3	2
39	<p>Which model of consumer behavior emphasizes the influence of social factors, such as culture, social class, and reference groups, on consumer behavior?*</p> <p>A) Economic model</p> <p>B) Learning model</p> <p>C) Psychoanalytic model</p> <p>D) Sociological model</p> <p>Answer: D</p>	1	3	3	2
40	<p>**Which model of consumer behavior emphasizes unconscious desires, fears, and conflicts as drivers of consumer behavior?*</p> <p>A) Economic model</p> <p>B) Learning model</p> <p>C) Psychoanalytic model</p> <p>D) Sociological model</p> <p>Answer: C</p>	1	3	3	2
41	<p>Which model of consumer behavior focuses on the influence of past experiences and interactions with the environment on consumer decision-making?*</p> <p>A) Economic model</p> <p>B) Learning model</p> <p>C) Psychoanalytic model</p> <p>D) Sociological model</p> <p>Answer: B</p>	1	3	3	2
42	<p>Which model of consumer behavior emphasizes rational decision-making based on maximizing utility and minimizing costs?*</p> <p>A) Economic model</p> <p>B) Learning model</p> <p>C) Psychoanalytic model</p> <p>D) Sociological model</p> <p>Answer: A</p>	1	3	3	2
43	<p>Which psychological factor influences consumer behavior by driving individuals to satisfy their desires and achieve specific goals?*</p> <p>A) Emotions and Mood</p> <p>B) Consumer Involvement</p> <p>C) Consumer Learning</p> <p>D) Consumer's Needs & Motivation</p>	1	4	3	2

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	Answer: D				
44	<p>What aspect of consumer behavior involves the subjective feelings experienced by individuals, which can influence their purchasing decisions?*</p> <p>A) Consumer Perception B) Personality C) Emotions and Mood D) Self-concept and Self-image</p> <p>Answer: C</p>	1	4	3	2
45	<p>Consumer involvement refers to:*</p> <p>A) The degree of personal relevance and importance attached to a particular purchase B) Consumers' ability to learn from past experiences C) Consumers' perceptions of product quality D) The influence of family members on purchase decisions</p> <p>Answer: A</p>	1	4	3	2
46	<p>Which psychological process involves the acquisition of knowledge and skills that influence consumer behavior through experience or education?*</p> <p>A) Consumer Perception B) Personality C) Consumer Learning D) Self-concept and Self-image</p> <p>Answer: C</p>	1	4	3	2
47	<p>Personality influences consumer behavior by:*</p> <p>A) Shaping individuals' perceptions of products or brands B) Determining the level of risk associated with a purchase decision C) Influencing individuals' enduring patterns of thoughts, feelings, and behaviors D) Reflecting individuals' self-perceptions and social identities</p> <p>Answer: C</p>	1	4	3	2
48	<p>Self-concept and self-image pertain to:*</p> <p>A) Consumers' perceptions of product quality B) The degree of personal relevance attached to a purchase C) Consumers' beliefs about themselves and their self-identity D) The level of involvement in the decision-making process</p> <p>Answer: C</p>	1	4	3	2
49	<p>Consumer perception refers to:*</p> <p>A) The degree of personal relevance attached to a purchase B) The process through which individuals select, organize, and interpret sensory information</p>	1	4	3	2

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	C) Consumers' attitudes toward specific products or brands D) The influence of social factors on purchasing decisions Answer: B				
50	Which psychological factor relates to consumers' perceptions of uncertainty or potential negative outcomes associated with a purchase decision? ** A) Consumer's Needs & Motivation B) Consumer Involvement C) Risk D) Self-concept and Self-image Answer: C	1	4	3	2
51	What are the components of consumer attitude according to the ABC model? ** A) Affect, Brand, Consumption B) Belief, Affect, Attitude C) Analysis, Behavior, Communication D) Action, Belief, Change Answer: B	1	4	3	2
52	Attitude formation and attitude change are influenced by: ** A) Personality traits B) Consumer involvement C) Societal norms D) Consumer learning Answer: D	1	4	3	2
53	Consumer communication includes: ** A) The process of interpreting sensory information B) The exchange of messages between marketers and consumers through various channels C) The influence of social factors on purchasing decisions D) The perception of potential risks associated with a purchase Answer: B	1	4	3	2
54	Which sociological factor refers to individuals who share common interests, opinions, or behaviors and can influence others' attitudes or behaviors? ** A) Consumer groups B) Consumer reference groups C) Family and Life cycle D) Social class and mobility Answer: B	1	4	3	2
55	What role does family and life cycle play in influencing consumer behavior? ** A) It determines individuals' social status and mobility	1	4	3	2

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	<p>B) It influences the values, attitudes, and behaviors individuals develop over time</p> <p>C) It shapes individuals' perceptions of product quality and value</p> <p>D) It reflects individuals' self-concept and self-identity</p> <p>Answer: B</p>				
56	<p>Social class and mobility refer to:**</p> <p>A) The influence of societal norms and values on consumer behavior</p> <p>B) The exchange of information and opinions between individuals</p> <p>C) The hierarchical ranking of individuals or groups within society based on income, occupation, education, and other factors</p> <p>D) The cultural norms and traditions shared by a particular group of people</p> <p>Answer: C</p>	1	4	3	2
57	<p>In the diffusion of innovation process, what stage follows the introduction of a new product or idea to the market?</p> <p>A) Adoption</p> <p>B) Awareness</p> <p>C) Evaluation</p> <p>D) Implementation</p> <p>Answer: B</p>	1	5	4	2
58	<p>Which model of innovation adoption proposes that individuals or organizations adopt innovations at different rates, creating a multiplicative effect over time?**</p> <p>A) Diffusion Process</p> <p>B) Adoption Process</p> <p>C) Consumer Innovators</p> <p>D) Multiplicative Innovation Adoption (MIA) model</p> <p>Answer: D</p>	1	5	4	2
59	<p>What characterizes the adoption process in the diffusion of innovation theory?**</p> <p>A) The rate at which innovations spread in the market</p> <p>B) The decision-making process individuals go through when considering a new product or idea</p> <p>C) The identification of early adopters in the market</p> <p>D) The evaluation of different options available to consumers</p> <p>Answer: B</p>	1	5	4	2
60	<p>Who are consumer innovators according to the diffusion of innovation theory?**</p> <p>A) Individuals who are skeptical about new products and ideas</p>	1	5	4	2

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	<p>B) Early adopters who influence others to adopt innovations</p> <p>C) Individuals who are resistant to change and innovation</p> <p>D) Innovators who develop new products or ideas</p> <p>Answer: D</p>				
61	<p>What distinguishes industrial markets from consumer markets in terms of buying behavior?**</p> <p>A) Industrial markets involve the purchase of goods for personal consumption, while consumer markets involve purchases made by businesses for production or resale.</p> <p>B) Industrial markets have longer and more complex buying processes compared to consumer markets.</p> <p>C) Industrial markets involve smaller purchase volumes and lower transaction values compared to consumer markets.</p> <p>D) Industrial markets prioritize emotional factors in purchasing decisions, while consumer markets focus on rational considerations.</p> <p>Answer: B</p>	1	5	4	2
62	<p>What is a key difference between organizational buying and consumer buying?**</p> <p>A) Organizational buying is influenced by personal needs and preferences, while consumer buying is influenced by organizational goals.</p> <p>B) Organizational buying involves smaller purchase volumes compared to consumer buying.</p> <p>C) Organizational buying decisions are made by individual consumers, while consumer buying decisions are made by organizations.</p> <p>D) Organizational buying involves purchasing goods and services for business purposes, while consumer buying involves purchasing goods and services for personal use.</p> <p>Answer: D</p>	1	5	4	2
63	<p>What types of decision-making are common in organizational buying?**</p> <p>A) Routine, limited, extensive</p> <p>B) Impulse, habitual, variety-seeking</p> <p>C) Strategic, tactical, operational</p> <p>D) Emotional, rational, intuitive</p> <p>Answer: C</p>	1	5	4	2
64	<p>Who are the decision-makers in organizational buying?**</p> <p>A) Individual consumers</p> <p>B) Family members</p> <p>C) Organizational buyers</p> <p>D) Sales representatives</p>	1	5	4	1

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	Answer: C				
65	What is the Webster and Wind model of organizational buying behavior primarily focused on? <ul style="list-style-type: none"> A) Cultural factors influencing buying decisions B) Psychological motivations of individual buyers C) Organizational dynamics and decision-making processes D) Economic factors affecting market demand Answer: C	1	5	4	2
66	The Sheth model of industrial buying emphasizes: <ul style="list-style-type: none"> A) The influence of societal norms on organizational behavior B) The role of individual preferences in industrial purchasing decisions C) The importance of relationships and interactions between buyers and sellers D) The impact of government regulations on industrial markets Answer: C	1	5	4	2
67	Consumer behavior influences product strategy by: <ul style="list-style-type: none"> A) Shaping the design and features of products to meet consumer needs and preferences B) Dictating the pricing strategy based on consumer purchasing power C) Determining the distribution channels to reach target consumers effectively D) Influencing promotional activities to communicate product benefits to consumers Answer: A	1	5	4	2
68	Consumer behavior impacts pricing strategy by: <ul style="list-style-type: none"> A) Shaping the design and features of products to meet consumer needs and preferences B) Dictating the pricing strategy based on consumer purchasing power C) Determining the distribution channels to reach target consumers effectively D) Influencing promotional activities to communicate product benefits to consumers Answer: B	1	5	4	2
69	Consumer behavior affects distribution channel strategy by: <ul style="list-style-type: none"> A) Shaping the design and features of products to meet consumer needs and preferences B) Dictating the pricing strategy based on consumer purchasing power C) Determining the most effective channels to reach target consumers 	1	5	4	2

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	D) Influencing promotional activities to communicate product benefits to consumers Answer: C				
70	What aspect of consumer behavior influences promotional activities by identifying the most effective ways to communicate product benefits to target consumers? ** A) Consumer preferences B) Consumer perception C) Consumer learning D) Consumer attitudes Answer: B	1	5	4	2
71	Which concept in consumer behavior refers to the process through which new products or ideas are adopted and spread within a market? ** A) Product diffusion B) Market penetration C) Brand loyalty D) Competitive positioning Answer: A	1	5	4	2
72	What characterizes the adoption process in the diffusion of innovation theory? ** A) The rate at which innovations spread in the market B) The decision-making process individuals go through when considering a new product or idea C) The identification of early adopters in the market D) The evaluation of different options available to consumers Answer: B	1	5	4	2
73	Who are consumer innovators according to the diffusion of innovation theory? ** A) Individuals who are skeptical about new products and ideas B) Early adopters who influence others to adopt innovations C) Individuals who are resistant to change and innovation D) Innovators who develop new products or ideas Answer: D	1	5	4	2
74	What distinguishes industrial markets from consumer markets in terms of buying behavior? ** A) Industrial markets involve the purchase of goods for personal consumption, while consumer markets involve purchases made by businesses for production or resale. B) Industrial markets have longer and more complex buying processes compared to consumer markets.	1	5	4	2

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	<p>C) Industrial markets involve smaller purchase volumes and lower transaction values compared to consumer markets.</p> <p>D) Industrial markets prioritize emotional factors in purchasing decisions, while consumer markets focus on rational considerations.</p> <p>Answer: B</p>				
75	<p>What is a key difference between organizational buying and consumer buying?*</p> <p>A) Organizational buying is influenced by personal needs and preferences, while consumer buying is influenced by organizational goals.</p> <p>B) Organizational buying involves smaller purchase volumes compared to consumer buying.</p> <p>C) Organizational buying decisions are made by individual consumers, while consumer buying decisions are made by organizations.</p> <p>D) Organizational buying involves purchasing goods and services for business purposes, while consumer buying involves purchasing goods and services for personal use.</p> <p>Answer: D</p>	1	5	4	2

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