

S.No	Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO	Bloom's Taxonomy Level
1	A	obj	1	----- is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.	Consumer behavior	Consumer interest	Consumer attitude	Consumer perception	B	CO1	L4
2	A	obj	1	In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and _____.	Economic situations	Situational influences	Consumption decisions	Physiological influences	C	CO1	L4
3	A	obj	1	Understanding consumer buying behavior is not easy. The answers are often locked deep within the consumer's head. The central question for marketers is:	How much money is the consumer willing to spend?	How much does the consumer need the product being offered for sale?	How much does a discount or a coupon affect the purchase rate?	How do consumers respond to various marketing efforts the company might use?	D	CO1	L4
4	A	obj	1	According to the stimulus-response model of buyer behavior (as presented in your text), the place where consumers process marketing stimuli prior to making	Consumer's value chain.	Consumer's cognitive schema.	Consumer's black box.	Consumer's thoughts-emotions network.	C	CO1	L4
5	A	obj	1	When demand comes (as it does in the business market) from the demand for consumer goods, this form of demand is called:	Kinked demand.	Inelastic demand	Cyclical demand	Derived demand.	D	CO1	L4
6	A	obj	1	The family in a buyer's life consisting of parents and siblings is the	family of procreation	family of influence	family of efficiency	family of orientation	D	CO1	L4
7	A	obj	1	Purchasing family when Gary was a high school student, he enjoyed rock music and regularly purchased hip clothing sported by his favorite rock band. However, five years later, when Gary became an accountant, his preference shifted toward formal clothing. Which of the following personal characteristics is likely to have had the most influence on Gary's preferences during his	education	Age	Income	Gender	B	CO2	L3/L5
8	A	obj	1	As Rita scans the yellow pages section of her phone book looking for a florist, she sees several other products and services advertised. Though interesting on first glance, she quickly returns to her primary task of finding a florist. The items that distracted her from her initial search were most likely stored in which of the following types of	Short-term memory	Long-term memory	Middle memory	Sub Conscious Memory	A	CO2	L3/L5
9	A	obj	1	The headline for the Rockport shoes ad reads, "I'm comfortable being the greatest that ever was or will be. Be comfortable. Uncompromised. Start with your feet." The ad shows a picture of Muhammad Ali, world famous boxer. In terms of Maslow's hierarchy, this ad was designed to appeal to the consumer's	Psychological needs	Need for esteem	Safety needs	Self-actualization needs	C	CO2	L3/L5
10	A	obj	1	_____ (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	Consumer feedback	Marketing information systems	Market share estimates	Cultural values	D	CO2	L3/L5

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11	A	obj	1	Marketing managers should adapt the marketing mix to _____ and constantly monitor value changes and differences in both domestic and global	Sales strategies	Marketing concepts	Cultural values	Brand images	C	CO2	L3/L5
12	A	obj	1	As the mother of the groom, Ann was willing to wear the subdued-colored, tailored suit that the bride had selected for the wedding until the sales clerk showed Ann a red off-the-shoulder cocktail dress. Because the sales clerk kept telling Ann how great the dress looked and because the price of the dress was substantially lower than the suit Ann bought the dress to wear to the wedding. Assuming Ann really likes her son's fiancée and does not want to do anything to damage her relationship with him or his bride, Ann's decision to buy the red dress	Economic	Marketing	Reference Group	Cultural	B	CO3	L3
13	A	obj	1	If the purchase is for a high-involvement product, consumers are likely to develop a high degree of _____ so that they can be confident that the item they purchase is just right for them.	Brand loyalty	Society	Product knowledge	References	C	CO3	L3
14	A	obj	1	Even though buying roles in the family change constantly, the _____ has traditionally been the main purchasing agent for the family.	Wife	Husband	Teenage Children	Grand Parents	A	CO3	L3
15	A	obj	1	Kelly is hungry, and this inner force is making him search for the type of food he wants to eat. He decides that an Arby's roast beef sandwich will satisfy his hunger. This inner force that is compelling him	Motive	Personality Trait	Emotion	Perception	A	CO3	L3
16	A	obj	1	Smoke detectors, preventive medicines, insurance, retirement investments, seat belts, burglar alarms, and sunscreen are all examples of products to satisfy _____	Safety	Self Actualization	Physiological	Belongingness	A	CO2	L3/L5
17	A	obj	1	_____ refers to the buying behavior of final consumers.	Business buying behavior	Target market buying	Market segment business	Consumer buyer behavior	D	CO1	L4
18	A	obj	1	.A person's _____ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.	Culture	Reference Group	Sub Culture	Demographics	B	CO1	L4
19	A	obj	1	Product choice is greatly affected by economic circumstances. All of the following would be among those circumstances EXCEPT _____.	spendable income	Occupation	Debts	Savings and Asset	B	CO1	L4
20	A	obj	1	When the Marlboro Man was depicted in advertising as a rugged outdoor, tough cowboy type, this was done to establish what is called a _____.	Trademark	Brand Name	Brand Personality	Brand Reference	B	CO2	L3/L5

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21	A	obj	1	Joe is a computer service technician. People in his neighborhood usually depend on his suggestions for purchasing any computer accessory or hardware, as they believe that he has access to far more information on computer technology than the average consumer. The neighbors are also aware that Joe has the required knowledge and background for understanding the technical properties of the products. Within this context, Joe can be called a(n) _____.	transactional leader	opinion leader	international marketer	gate-keeper	B	CO2	L3/L5
22	A	obj	1	If a direct-mail marketer wished to direct promotional efforts toward the family of _____, efforts need to be directed toward parents and siblings of the family members.	orientation	procreation	immediacy	reference	A	CO2	L3/L5
23	A	obj	1	Ford motors, uses the ad caption "Magnify the Adventure" to promote its latest SUV, the Ford Endeavour. The ad features the car traveling through an uneven, rocky terrain. Within the context of Jennifer Aaker's brand personality analysis, Ford Endeavour is most likely to be strong on which of the following traits?	sincerity	intelligence	imagination	ruggedness	D	CO2	L3/L5
24	A	obj	1	Industry structure is defined as _____	the nature of the players in an industry and their relative bargaining power	a set of plans for achieving long term returns on the capital invested in a business firm	set of planned activities designed to result in a profit in a marketplace	how a company's product or service fulfills the needs of customers	A	CO1	L4
25	A	obj	1	Many consumers now ask other consumers for advice on products rather than consulting manufacturers or retailers. What makes it easier for them to do this?	Social networking sites, blogs and online reviews have made it easier and cheaper for consumers to self-publish and communicate.	Modern mobile phones have internet connections and more sophisticated cameras.	The Consumers' Association has run a number of conferences and set up an advice share network.	New European regulations mean that manufacturers no longer have exclusive rights to give advice and guidance about their products.	A	CO1	L4
26	A	obj	1	How might you categorise the market for office photocopiers?	B2C	B2B	D2C	C2C	B	CO1	L4
27	A	obj	1	. What is the difference between the term 'customer' and the term 'consumer'?	There is no difference.	The term consumer refers only to people who buy food and drink products.	Customers buy products but it is consumers who use them.	Customers make organisational rather than personal purchases.	C	CO1	L4
28	A	obj	1	James recently purchased a new car, however now he is worried about whether he made the right decision. Consumer behaviourists have a term for this state of	post-purchase dissonance	purchase concern	product evaluation	consumer re-evaluation	A	CO2	L3/L5

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29	A	obj	1	What kind of buying situation is it when a consumer buys a product regularly and there is very little financial (or any other) risk associated with its purchase? Examples might be: their favourite drink, a bar of chocolate or their daily	extended problem-solving	complex problem-solving	limited problem-solving	routine problem-solving	D	CO2	L3/L5
30	A	obj	1	Jo is a well-paid lawyer who loves new technology and always has to be the first to own the latest music player or phone. According to Rodgers' model, which category of adopter best describes Jo?	innovator	early majority	late majority	laggard	A	CO3	L3
31	A	obj	1	In which of the following ways the purchasing habits of organisations are rather different to those of individuals?	They have more people involved in making the decision to buy.	They buy in larger quantities.	They negotiate harder on delivery terms.	All of the above.	D	CO2	L3/L5
32	A	obj	1	Individuals, such as buyers, technical personnel (e.g. IT experts) or receptionists who have some control over the flow of information into an organisation, have the role of _____ within the organisational buying centre.	Decider	Gatekeeper	Influencer	Buyer	B	CO1	L4
33	A	obj	1	Maria is the Marketing Manager for Wholefoods Ltd. She is working on the firm's marketing plan. Her forecasts show that, if they carry on as they have been doing, they are likely to miss their sales revenue targets by £500,000. She needs some new ideas. What kind of analysis has	SWOT analysis	Ansoff's matrix	strategic gap analysis	ratio analysis	C	CO2	L3/L5
34	A	obj	1	What is the term for the volume of products sold that, at a given price, will cover the company's costs?	equilibrium point	match point	breakeven point	target profit	C	CO1	L4
35	A	obj	1	A company produces a given product in its own facility, as well as distributes it within its own channels.	D2C	B2B	B2C	All of the above.	A	CO1	L4
36	A	obj	1	Benefits of choosing a direct-to-customer model	No middlemen = more profits	Gaining access to more targeted customer data	A higher degree of personalization in your product range	All of the above.	D	CO1	L4
37	A	obj	1	Companies like Flipkart, Amazon and Myntra belong to which type of Ecommerce (EC) segment.	B2B	B2C	C2C	All of the above.	B	CO1	L4
38	A	obj	1	Hewlett-Packard and Dell buy Intel microprocessor chips because consumers buy personal computers. This demonstrates an economic principle called _____.	joint demand	elastic demand	derived demand	market demand	C	CO1	L4
39	A	obj	1	In a typical organization, buying activity consists of two major parts: the buying _____ and the buying	center; decision process	economic order quantity; reorder point	time; reorder point	committee; time	A	CO1	L4
40	A	obj	1	Which business buying situation is the marketer's greatest opportunity and challenge?	modified rebuy	new task	straight rebuy	All of the above.	B	CO1	L4