

SET	TYPE	MARKS	QUESTION	CO	PI	Bloom's Level	Accessible For	ANSWER-ONE	ANSWER-ONE-STATUS	ANSWER-TWO	ANSWER-TWO-STATUS	ANSWER-THREE	ANSWER-THREE-STATUS	ANSWER-FOUR	ANSWER-FOUR-STATUS	ANSWER-FIVE	ANSWER-FIVE-STATUS
A	SINGLE-CORRECT	1	The Fishbein Model is commonly used to analyze and predict:	CO1		Understand	My Institute	Stock market trends	Incorrect	Consumer attitudes and behavior	Correct	Environmental changes	Incorrect	Political preferences	Incorrect		
A	SINGLE-CORRECT	1	Which of the following is an example of a personal factor influencing consumer behavior?	CO1		Understand	My Institute	Family	Incorrect	Reference Group	Incorrect	Age and life-cycle stage	Correct	Social class	Incorrect		
A	SINGLE-CORRECT	1	What type of buying decision involves a high level of involvement, significant differences between brands, and considerable time and effort spent on the decision?	CO1		Understand	My Institute	Routine decision	Incorrect	Limited decision	Incorrect	Extensive Decision	Correct	Impulsive Decision	Incorrect		
A	SINGLE-CORRECT	1	Which stage in the consumer decision-making process involves the evaluation of different brands or products?	CO1		Understand	My Institute	Problem recognition	Incorrect	Information search	Incorrect	Evaluation of alternatives	Correct	Purchase decision	Incorrect		
A	SINGLE-CORRECT	1	What term describes the phenomenon where consumers tend to give more weight to negative information than positive information when evaluating a product or service?	CO1		Understand	My Institute	Confirmation bias	Incorrect	Selective retention	Incorrect	Halo effect	Incorrect	Cognitive dissonance	Correct		
A	SINGLE-CORRECT	1	According to the AIDA model, which stage involves creating awareness and capturing the attention of the consumer?	CO1		Understand	My Institute	Interest	Incorrect	Desire	Incorrect	Attention	Correct	Action	Incorrect		
A	SINGLE-CORRECT	1	In the context of consumer behavior, what term refers to the consistent patterns of traits, characteristics, and behaviors exhibited by an individual?	CO1		Understand	My Institute	Personality	Correct	Motivation	Incorrect	Perception	Incorrect	Attitude	Incorrect		
A	SINGLE-CORRECT	1	During the "Empty Nest" stage, what typically characterizes the household?	CO1		Understand	My Institute	Presence of young children	Incorrect	Absence of children as they have left home	Correct	Grandchildren joining the household	Incorrect	Couples planning for retirement	Incorrect		
A	SINGLE-CORRECT	1	In the Family Life Cycle, what stage often includes increased financial pressure as the family expands with the birth of children?	CO1		Understand	My Institute	Single young adults	Incorrect	Parenthood	Correct	Launching	Incorrect	Full Nest, Stage 2	Incorrect		

A	SINGLE-CORRECT	1 In the Family Life Cycle model, what stage involves a married couple raising their children, typically during their preschool and early school years?	CO1	Understand	My Institute	Full Nest, Stage 1	Correct	Full Nest, Stage 2	Incorrect	Empty nest	Incorrect	Parenthood	Incorrect
A	SINGLE-CORRECT	1 Maria, a single young adult, is focusing on her career and personal growth. What factor is most likely influencing her decisions during this stage of the Family Life Cycle?	CO1	Understand	My Institute	Parental expectations	Incorrect	Financial stability	Correct	Presence of young children	Incorrect	Aging family concerns	Incorrect
A	SINGLE-CORRECT	1 Sarah and John, a newly married couple, are navigating the initial stages of their married life. Which Family Life Cycle stage are they likely in?	CO1	Understand	My Institute	Parenthood	Incorrect	Launching	Incorrect	Full Nest, Stage 1	Incorrect	Single young adults	Correct
A	SINGLE-CORRECT	1 The Fishbein Model assumes that consumers make rational decisions based on:	CO1	Understand	My Institute	Emotional impulses	Incorrect	Cultural influences	Incorrect	Beliefs and evaluations	Correct	Habitual behaviors	Incorrect
A	SINGLE-CORRECT	1 The buying process starts when the buyer recognizes a	CO1	Understand	My Institute	Product or Service	Incorrect	Shop or Market	Incorrect	Need or Problem	Correct	Money or Status	Incorrect
A	SINGLE-CORRECT	1 If performance meets consumer expectations, the consumer is	CO1	Understand	My Institute	Satisfied	Correct	Dissatisfied	Incorrect	Delighted	Incorrect	Happy	Incorrect
A	SINGLE-CORRECT	1 First stage in the basic model of Consumer Decision Making is	CO1	Understand	My Institute	Purchase	Incorrect	Information Search	Incorrect	Need	Correct	Evaluation of alternatives	Incorrect
A	SINGLE-CORRECT	1 Parents buy toys or gifts for their children. This act is considered as _____ in the buying process.	CO1	Understand	My Institute	Buyer	Incorrect	Decider	Incorrect	Maintainer	Incorrect	All of the above	Correct
A	SINGLE-CORRECT	1 When goods and services are purchased for use in the production or assembling of products that are sold and supplied to others is known as _____	CO1	Understand	My Institute	Individual Buyer Behaviour	Incorrect	Business Buyer Behaviour	Correct	Consumer Buyer Behaviour	Incorrect	Secondary Buyer Behaviour	Incorrect
A	SINGLE-CORRECT	1 Soft drinks, ice creams, chocolates and biscuits are products that fall under _____ buy category	CO1	Understand	My Institute	impulsive	Correct	deliberate	Incorrect	convective	Incorrect	corrective	Incorrect
A	SINGLE-CORRECT	1 Consumers in _____ are brand conscious because of the prestige associated with these brands	CO1	Understand	My Institute	Impulsive style	Incorrect	Pleasure oriented activity	Incorrect	Quality oriented style	Incorrect	Brand conscious style	Correct

A	SINGLE-CORRECT	1 The confusion arises out of the fact that consumers don't understand the technological terms and information. This is an example of _____	CO1	Understand	My Institute	Impulsive style of buying	Incorrect	Shopping style under information overload	Correct	Shopping as a fun or pleasure oriented activity	Incorrect	Novelty oriented style of buying	Incorrect
A	SINGLE-CORRECT	1 Habitual Consumer Decision Making involves	CO1	Understand	My Institute	No decision making	Correct	Cognitive decision making	Incorrect	Evaluation of alternatives	Incorrect	None of the above	Incorrect
A	SINGLE-CORRECT	1 If the income of a customer remains constant and the price of a product decreases his purchasing power increases. This is called	CO1	Understand	My Institute	Substitution Effect	Incorrect	Income Effect	Correct	Price Impact	Incorrect	None of the above	Incorrect
A	SINGLE-CORRECT	1 There are differences in media preferences of Social classes. For example the lower class consumers prefer television whereas the upper class prefers	CO1	Understand	My Institute	Books and magazines	Correct	Radio	Incorrect	Theatres	Incorrect	Computer games	Incorrect
A	SINGLE-CORRECT	1 ____ like marriage, childbirth, divorce, etc. shape the consumption patterns of individuals.	CO1	Understand	My Institute	Social status	Incorrect	Critical life events	Correct	Social events	Incorrect	Legal events	Incorrect
A	SINGLE-CORRECT	1 In the study of consumer behavior culture, social class, and reference group influences are related to the ____ and consumption decisions.	CO1	Understand	My Institute	Finance	Incorrect	Purchase	Correct	Psychological	Incorrect	Preference	Incorrect
A	SINGLE-CORRECT	1 Mark, a retiree in his 70s, is considering downsizing his home for a more manageable lifestyle. He values quality and comfort. Which brand might offer home appliances suitable for his needs? In the context of Mark's situation, which home appliance brand is likely to cater to the preferences of an individual in the "Aging Family" stage?	CO2	Apply, Evaluate	My Institute	DYSON	Incorrect	WHIRLPOOL	Correct	LG	Incorrect	PANASONIC	Incorrect

A	SINGLE-CORRECT	1 Emma, a single professional in her early 30s, is focused on her career and social life. She is looking for stylish and versatile clothing that reflects her dynamic lifestyle. Which fashion brand might cater to her needs? In the context of Emma's situation, which fashion brand is likely to resonate with the preferences of a person in the "Single Young Adults" stage?	CO2	Apply, Evaluate	My Institute	GUCCI	Incorrect	ZARA	Correct	ROLEX	Incorrect	H&M	Incorrect
A	SINGLE-CORRECT	1 Alex is in the market for a new smartphone. He values cutting-edge technology, camera quality, and brand reputation. He is willing to spend a premium for a top-tier device. Which brand is likely to align with Alex's preferences? In the context of Alex's situation, which smartphone brand is most likely to appeal to a consumer who values advanced technology and premium features?	CO2	Apply, Evaluate	My Institute	Apple	Correct	Samsung	Incorrect	XIAOMI	Incorrect	Huawei	Incorrect
A	SINGLE-CORRECT	1 ABC Consulting, a professional services firm, is in need of cloud computing solutions to enhance its data storage and security. They prioritize scalability, reliability, and comprehensive customer support. Which cloud services provider is likely to meet ABC Consulting's criteria for a B2B purchase? Considering ABC Consulting's criteria, which cloud services provider is most likely to be preferred for a B2B purchase?	CO2	Apply, Evaluate	My Institute	Google Cloud	Incorrect	Amazon Web Services (AWS)	Correct	Microsoft Azure	Incorrect	IBM Cloud	Incorrect

A	SINGLE-CORRECT	1 Sarah is a consumer looking to buy a new laptop for personal use. She values sleek design, high-performance specifications, and a user-friendly interface. Which laptop brand is likely to align with Sarah's preferences for a B2C purchase? In the context of Sarah's situation, which laptop brand is most likely to appeal to a consumer seeking a sleek design and high-performance specifications?	CO2	Apply, Evaluate	My Institute	Dell	Incorrect	HP	Incorrect	Apple	Correct	Lenovo	Incorrect
A	SINGLE-CORRECT	1 Tom is comparing two smartphone brands and believes that Brand Z has a sleek design, which he highly values. However, he also believes that Brand Z is relatively expensive. Which Fishbein Model component is Tom expressing? In Tom's situation, which aspect of the Fishbein Model is influencing his evaluation of the smartphone brands?	CO2	Apply, Evaluate	My Institute	Belief	Incorrect	Evaluation	Incorrect	Importance Weightage	Correct	Attitude	Incorrect
A	SINGLE-CORRECT	1 Tom is watching a TV commercial for a new brand of athletic shoes. The ad showcases professional athletes endorsing the product. Intrigued by the association with top athletes, he considers trying the shoes. Which stage of the Black Box Model is Tom experiencing? In Tom's situation, which stage of the Black Box Model represents his response to external stimuli, such as the TV commercial and athlete endorsements?	CO2	Apply, Evaluate	My Institute	Input	Correct	Process	Incorrect	Output	Incorrect	Feedback	Incorrect
A	SINGLE-CORRECT	1 The consumer can obtain information from any of several sources. If the consumer were to obtain information from handling, examining, or using the product, then the consumer would have obtained the information by using a(n):	CO2	Apply, Evaluate	My Institute	personal source	Incorrect	commercial source	Incorrect	information source	Incorrect	experiential source	Correct

A	SINGLE-CORRECT	1 Generally, the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. These two factors are best described as being	CO2	Apply, Evaluate	My Institute	the cost and availability of the product	Incorrect	the attitude of others and the cost of the product	Incorrect	the availability of the product and unexpected situational factors	Incorrect	the attitude of others and unexpected situational factors	Correct
A	SINGLE-CORRECT	1 With respect to post purchase behavior, the larger the gap between expectations and performance	CO2	Apply, Evaluate	My Institute	the greater likelihood of re-purchase	Incorrect	the greater the customer's dissatisfaction	Correct	the less likely the consumer will be influenced by advertising	Incorrect	the less likely the consumer will need sales confirmation and support.	Incorrect
A	SINGLE-CORRECT	1 If a company makes products and services for the purpose of reselling or renting them to others at a profit or for use in the production of other products and services, then the company is selling to the:	CO2	Apply, Evaluate	My Institute	business market	Correct	international market	Incorrect	consumer market	Incorrect	private sector market	Incorrect
A	SINGLE-CORRECT	1 The "in" suppliers are most likely to get nervous and feel pressure to put their best foot forward in which of the following types of buying situations?	CO2	Apply, Evaluate	My Institute	modified rebuy	Correct	new task buying	Incorrect	straight rebuy	Incorrect	indirect rebuy	Incorrect
A	SINGLE-CORRECT	1 If a buying team is asked by the purchasing department to rank the importance of reliability, durability, price, and other attributes of an item, then the team is going through a business buying process stage called	CO2	Apply, Evaluate	My Institute	problem recognition	Incorrect	general need description	Correct	product specification	Incorrect	proposal solicitation	Incorrect
A	SINGLE-CORRECT	1 Praveen doesn't really like Chicken fry but when all of his friends ordered chicken fry, he felt that to be part of the gang he needed to buy one for himself. Which situational influence explains Terence's purchase of a grapefruit martini?	CO2	Apply, Evaluate	My Institute	its marketing mix	Incorrect	task features	Incorrect	current conditions	Incorrect	social features	Correct

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