

MKT 530 Consumer Behavior MCQS

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1. Which of the following is NOT part of group influence?
Social class.

Family.

Personality.
2. Problem recognition is part of:
The decision process.

Personal influence.

The marketing mix.
3. Post-purchase evaluation means:
Researching consumers who have previously bought the product.

Comparing the purchase outcome with previous expectations.

Feelings of disappointment following a purchase.
4. Routine problem-solving is:
A regular session for considering problems.

A problem which recurs frequently.

A regularly-experienced purchase situation.
5. A purchase situation which occurs infrequently, and which requires some research, is called:
Infrequent purchase situation.

Routine problem-solving.

Limited problem-solving.
6. Which of the following is NOT a component of personality?

Family.

Behaviours.

Traits.

7. Selective attention is a component of:
Personality.

Perception.

Decision-making.

8. Which of the following is NOT part of Maslow's Hierarchy of Needs?
Esteem needs.

Safety needs.

Customer needs.

9. Obtaining satisfaction through fulfilling one's potential is called:
Esteem.

Self-actualization.

Perception.

10. The component of attitude relating to beliefs and disbeliefs is called:
Conative.

Cognitive.

Affective.

11. The component of attitude relating to emotion is called:
Conative.

Cognitive.

Affective.

12. A set of shared values, attitudes, beliefs, artefacts and other symbols is called:

Culture.

Group influence.

Reference group.

- 13 A group one wants to join is called:
Membership group.

Reference group.

Aspirant group.

- 14 Which of the following is NOT part of the family decision-making unit?
Solitary survivor.

Purchaser.

Initiator.

- 15 A group which one does not want to join is called:
An aspirational group.

A dissociative group.

A membership group.

- 16 Disappointment because the purchase did not match up to expectations
is called:
Post-purchase evaluation.

Cognitive dissonance.

Consumerism.

