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Multiple Choice

Questions: UNIT -I

1. Any individual

who purchases

goods and services

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from the market for his/her end -use is called a..... a. Customer b. Purchaser c. Consumer d. All these Answer: A

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- Answer: A  
Answer: B ...~~

26 Multiple Choice

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Questions (MCQs)

with Answers on  
Consumer

Behaviour. Article

shared by (a) The

desire to have a

commodity or

service is called: (i)

Want, ...

Consumer ' s goods

(ii) Producers '

goods (iii) Public

goods (iv)

Intermediate goods



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(e) By making a table, a carpenter creates:

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Chapter 07 -

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07 Consumer

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Choice Questions 1.

Utility is: A. at the

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Behavior all  
microeconomic  
thinking. B. a way  
of describing the  
value that a person  
places on  
something. C. what  
drives decision  
making in  
individuals.

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Gravity. Created by.

Alison\_Lieberman.

Key Concepts:

Terms in this set

(90) Kimberly

really wants to go

on a hiking trip to

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Colorado. She has been climbing with her family for several years and now she is off from school for the summer. As an internal ...

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Questions Q.1.~~

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Which of the following would be the best illustration of a subculture? A) a religion B) a group of close friends C) your university D) a fraternity or sorority Ans: A Q.2. The relatively homogeneous and enduring divisions in a society, which

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Behaviour

## Multiple Choice

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Questions — DIMR

Multiple Choice

Questions 1. Which of the following is true? Consuming refers to decisions about buying products. Consumer behaviour is about...

2. Which of the following is NOT

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Behaviour  
true? Purchasing  
behaviour relates  
strongly to  
environmental  
situation.

Purchasing... 3.

Which of the  
following is typical  
...

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This contains 30

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Behavior,  
11e (Solomon)

Chapter 5

Perception 1) The immediate response by our eyes, nose, mouth, or fingers to such basic stimuli as light, color, sound, odor, and texture is called \_\_\_\_\_.

- A) reception
- B) awareness
- C) perception
- D) awareness

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sensation Answer:

D Diff: 1 Learning  
Outcome: Identify  
and discuss the  
factors influencing  
consumer ...

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According to J. McCARTHY, the marketing mix consists of the following four elements: A. Product, place (distribution), price, packaging B.



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Packaging, place  
(distribution),  
product, promotion  
C. Product,  
planning, promotion,  
packaging D.  
Product, place  
(distribution), price,  
promotion

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BEHAVIOR W  
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Review 1. When the  
price of a product  
falls for a normal

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Relation: A)  
income and  
substitution effects  
will encourage  
consumers to  
purchase more of  
the product. B)  
income and  
substitution effects  
will encourage  
consumers to  
purchase less of the  
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Q1. A situation in which consumer purchases are unplanned is known as \_\_\_\_\_ (1) Primary

buying motives (2) Secondary buying motives (3)

Impulse buying (4)

Buying behavior process (5) None of these View

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be used for the  
preparation of UGC  
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Q.1 The price line  
or budget line of a  
consumer is :

Parallel to x-axis:

Parallel to y-axis:

Straight line joining  
the two axis: None  
of the above.

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## Answers