

TELANGANA UNIVERSITY
S.S.R. DEGREE COLLEGE, NIZAMABAD (C.C:5029)
VI SEMESTER INTERNAL ASSESSMENT I EXAMINATIONS
BUYER BEHAVIOUR QUESTION BANK

I. Multiple choice questions.

1. The factors deal with consumer's system of determining any product or developing a behaviour about it, [a]
(a) Psychological (b) Physiological (c) Brand (d) Perception
2. Maslow's hierarchy of needs is based on distinct type of needs [b]
(A) Six (b) Five (c) Seven (d) Eleven
3. Motivational conflict arises when consumer is confused between two product of equal importance [c]
(a) Approach avoidance (b) Avoidance-avoidance
(c) Approach-approach (d) Marketing motives
4. The perception of a stimulus below their absolute threshold is termed as perception [d]
(a) Absolute threshold (b) Differential threshold
(c) Sensation (d) Subliminal perceptions
5. Is the act of designing the company's offer so that it occupies a distinct and valued place in the minds of the target customers. [a]
(a) Brand positioning (b) Brand perception
(c) Brand motivation (d) Brand value
6. Perceptual mapping is also known as, [c]
(a) Likert scaling (b) Richert scaling (c) Multi-dimensional scaling (d) None of the above
7. Need for affiliation is one of the basic motivating needs proposed by [b]
(a) Herzberg (b) McClelland (c) Maslow (d) McGregor
8. _____ model is built around the concepts of value, expectancy and force. [d]
(a) John Adam's (b) Porter-Lawler (c) Goal-theory (d) Vroom's expectancy
9. A modified need hierarchy model has been presented by [a]
(a) Alderfer (b) Herzberg (c) Adam Smith (d) McClelland
10. _____ strategy is useful when a brand wants to change the segment to which it is currently Catering. [b]
(a) Value-oriented repositioning (b) Segment-oriented repositioning
(c) Symbolism-oriented repositioning (d) Niche-oriented repositioning
11. _____ is a weak stimulus which is not strong enough to arouse the interest of the customers. [a]
(a) Cues (b) Response (c) Motive (d) Reinforcement
12. Any learned behaviour which is learned and maintained by an individual over a long period of time is known as _____ [c]
(a) Response (b) Reinforcement (d) Motive

13. Instrumental conditioning is also called as _____ [b]
 (a) Classical conditioning (b) Operant conditioning
 (c) Cognitive learning (d) None of the above
14. _____ is defined as the process through which a customer elects a word or visual image to represent a perceived object. [a]
 (a) Encoding (b) Decoding (c) Retention (d) Reinforcement
15. The basic concepts necessary for understanding consumer behaviour which emerged from classical conditioning are _____ [d]
 (a) Repetition (b) Stimulus generalization
 (c) Stimulus discrimination (d) All the above
16. The information that has been processed for a number of times and stored in the permanent storehouse of the memory is known as _____ [c]
 (a) Sensory memory (b) Short term memory
 (c) Long term memory (d) None of the above
17. _____ helps the marketer to understand the processing of advertisement information by the human brain. [b]
 (a) Cognitive learning (b) Information processing theory
 (c) Observational learning (d) Consumer learning
18. The learning schedule which exists for a longer duration of time and results in slow learning but continues for more longer time is known as _____ [a]
 (a) Partial reinforcement (b) Continuous reinforcement
 (c) Retrieval (d) Response
19. Split brain theory is also called as _____ [d]
 (a) Information processing theory (b) Behavioural learning theory
 (c) Observational learning (d) Involvement theory
20. The memory which is activated on a temporary basis and is usually used only for processing information, for defining and understanding the meaning is known as _____ [b]
 (a) Long-term memory (b) Short-term memory
 (c) Sensory memory (d) None of the above

Fill in the blanks.

1. Buyer is a person who purchase/buy goods and services from a particular store or company.
2. Closed ended questionnaires is a method in which consumers are asked to provide answers from a list of options.
3. In metaphor analysis respondents are provided informations through non-verbal way sounds, music, drawings or pictures.
4. The processes involved where individuals or groups select, purchase, use or dispose-off products, services ideas or experiences to satisfy needs and desires are called as consumer behaviour
5. Identifying secondary data is called secondary research
6. Self – actualization needs that come after all the needs are completely filled.

7. The shared beliefs. Which formulate the behaviour rules for individual member of the group are called Values
8. Perception is the process by which an individual selects, organizes and interprets stimuli in to a Meaningful and coherent picture of the world.
9. Physiological motives deals with meeting the biological needs of an individual's like hunger, thirst, safety etc.
10. McGuire's theory helps in understanding the specific behavior of an individual.
- 11 Behavioural learning theories are also known as connectionist or stimulus-response theories
12. The relatively permanent change in the behaviour occurring as a result of experience is known as learning.
13. Instrumental conditioning develops a relationship between a stimulus and response but the subject must identify a correct response which was be reinforced.
14. Response is a physical or mental reaction of a consumer to a stimulating situation.
15. A type of consumer learning process which is based on the social aspect and initiation of another persons behaviour is termed as observational learning
16. BMP stands for Behaviour Modification Perspective
17. NJ. Markintosh considered classical conditioning as a reflexive action.
18. Cognitive learning deals with the human mental activities inorder to solve problems, handle difficult situations or undertake activities in their environment.
19. The attachment which a customer has for a brand is called as Brand loyalty
20. The risk of product failure can be considerably reduced by making habituated purchasing

III. Short Answers.

1. Define Buyer Behaviour?
2. Define Motivation?
3. Define personality?
4. Define Attitude?
5. Define Perception?
6. Define learning?
7. What is instrumental conditioning?
8. What is Classical conditioning theory?
9. What is cognitive learning theory?
10. What is information procession theory?