

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

I. Multiple choice questions.

1. The family purchase decisions are influenced by [a]
a. Individual, children and other family members b. Friends, neighbors and relatives
c. Advertisements and messages d. Beliefs, values and customs
2. Under the autonomic category of buying decisions, decisions are taken _____ [c]
a. Mostly by the wife b. Mostly by the husband
c. Equality by both the husband and wife d. Jointly by both the husband and wife
3. Any person or group of people who significantly influence an individual's behavior are known as. [b]
a. Role models b. Reference group c. Cross-culture marketers d. Primary group
4. Patterns in which people live and spend time and money are known as their _____ [b]
a. Cultures b. Lifestyles c. Sub-cultures d. Values
5. The AIO and VALs are the techniques of measuring _____ [c]
a. Values b. Beliefs c. Lifestyle d. Customs
6. The division of the potential market into smaller sub-groups on the basis of sociological variables is known as _____ [a]
a. Socio-cultural segmentation b. Sub-cultural segmentation
c. Cross-cultural segmentation d. Group segmentation
7. A family constituting of husband, wife and child is known as _____ [b]
a. Joint family b. Nuclear family c. Traditional family d. Extended family
8. The rules that the members of group are to follow are known as a _____ [a]
a. Group norms b. Group standards c. Group rules d. Group formalities
9. The references group that serves as a benchmark for individuals behavior or attitude is known as his [c]
a. Aspiration group b. Dissociative group c. Comparative group d. Inspirational group
10. The extended family constitutes of _____ [d]
a. Husband, wife and child b. Husband and wife
c. Mother, father, son and daughter in-law d. Husband, wife, child and other blood relation
11. _____ motive refers to describes, considerations and urge which make consumers buy a particular product or service. [a]
a. Buying b. Perceiving c. Economic d. Rational
12. _____ involvement might arise when consumer buys the same product in different situation. [b]
a. Purchase involvement b. Purchase situation involvement
c. Advertising involvement d. Product involvement

16. A model can be defined as a simplified representation of reality.
17. The learning model emerged from the Pavlovian stimulus response theory.
18. The Howard-Sheth model was developed by John Howard and Jagdish Sheth in 1969.
19. Contemporary models focus on Decision making process of buyers involved in selection of products/services.
20. Contemporary models depend upon traditional models.

III. Short Answers.

1. Define Culture?
2. What is Sub-Culture?
3. What is Cross Cultural Marketing?
4. What are Reference Groups?
5. What do you mean by Life Style?
6. What is Decision-making?
7. Write about information search?
8. What is buyer action?
9. What is a Model?
10. What is Howard-Sheth Model?