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

I. Multiple choice questic						
1. The family purchase de a. Individual, children and c. Advertisements and m	d other family member	-	b. Friends, ne d. Beliefs, valu	_		[a]
2. Under the autonomic category of buying decisions,a. Mostly by the wifec. Equality by both the husband and wife			b. Mostly by the husband			
3. Any person or group o a. Role models b. Refe	f people who significan erence group c. Cross	=			ehavior are know ary group	n as. [b]
4. Patterns in which peop a. Cultures			oney are know c. Sub-culture		r d. Values	[b]
5. The AIO and VALs are ta. Values	the techniques of meas b. Beliefs	suring _	c. Lifestyle		d. Customs	[c]
6. The division of the pot known asa. Socio-cultural segment c. Cross-cultural segment	ation	ller sub	-groups on the b. Sub-cultura d. Group segn	al segmer	ntation	ables is [a]
7. A family constituting o a. Joint family					d. Extended fam	[b] ily
8. The rules that the men a. Group norms						[a]
9. The references group t	hat serves as a benchn	nark foi	individuals be	havior o	r attitude is knov	wn as his [c]
a. Aspiration group	b. Dissociative group		c. Comparativ	e group	d. Inspira	tional group
10. The extended family a. Husband, wife and chil c. Mother, father, son an	d		b. Husband ar d. Husband, w		d and other blood	[d] d relation
11 motive reference product or service.	rs to descries, consider	ations a	and urge which	ı make co	onsumers buy a p	particular [a]
a. Buying	b. Perceiving		c. Ecor	nomic	d. Ration	al
12involvemen	nt might arise when co	nsumer	buys the same	e produc	t in different situ	iation. [b]
			b. Purchase situation involvement			
c. Advertising involvement	nt	d. Prod	luct involveme	ent		

$13.$ Nominal decision-making is also known as $_{ extstyle }$			[C]	
a. Limited decision-making	b. Extended decision-making			
c. Habitual decision-making	d. None of the above			
14. The last type of consumer decision-making	process is		[d]	
a. Brand loyalty b. Brand equity	c. Consumers mood	d. Inertia		
15 search is carried out after recogn	nition of the problem		[a]	
a. Prepurchase search b. Ongoing search	c. Internal search	d. Information search	1	
16. John Howard and jagdish sheth introduced	their model in their book calle	ed	[a]	
a. The theory of buyer behavior	b. The theory of buyer behavior			
c. The theory of consumerism	d. The theory of decision-ma	king process		
17. The hypothesis illustrates that the pe	eoples expenditure patterns a	re influenced by their		
colleagues and social groups and not by their a	bsolute income levels.		[b]	
a. Permanent income hypothesis	b. Relative income hypothes	is		
c. Income and expenditure hypothesis	d. Income and saving hypoth	esis		
18. The variables used in contemporary model	of buyer's are originally from		[c]	
a. Physiology and sociology	b. Biology and sociology			
c. Psychology and sociology	d. Analogy and sociology			
19. The levels of learning in Howard-sheth mod	del includes		[d]	
a. Extensive problem-solving	b. Limited problem-solving			
c. Routinized response behavior	d. All of the above			
20 is the one who controls the flow of in	nformation.		[a]	
a. Gate keeper b. Decider	c. Influencer	d. Buyer		
II. Fill in the blanks				
1. The learned beliefs, values and customs of a	n individual is known as his <u>cu</u>	<u>lture</u>		
2. Beliefs, values and customs define the cultur				
3. <u>Cultural values</u> is a widely held belief or sent		ionships, feelings or go	als that	
are crucial for society's identity.		1 / 5		
4. Cultural values have an impact on members	purchase and pattens			
5. Culture is a mirror of values and possessions				
6. Marketing strategies do not influence the co	- '			
7. The culture that exists within a culture is kno				
8. Baby boomers and elderly are the two categ				
9. The marketing of product carried out for the		ountries is known as cro	OSS-	
cultural marketing		<u> </u>	<u></u>	
10. <u>Limited opportunities in domestic market a</u>	and better opportunities in for	eign markets are two		

- common reasons for cross-cultural marketing.

 11. Decision making is the process by which an individual make a selection from the available set of
- 11. <u>Decision making</u> is the process by which an individual make a selection from the available set of alternative options.
- 12. Passive view or passive model perceive consumer as a person who get carried away by the marketers
- promotional and selfish attempts.

 13. According to Congnitive view or congnitive model consumers are mostly involved in information
- searching and processing activities.
- 14. <u>Socio-culture factors</u> also influence consumer decision-making process.
- 15. <u>Purchase involvement</u> refer to extent of interest in the purchase process inspired by the need to make some purchase.

- 16. A model can be defined as a simplified representation of reality.
- 17. The <u>learning</u> model emerged from the Pavlovian stimulus response theory.
- 18. The <u>Howard-Sheth</u> model was developed by John Howard and jagdish sheth in 1969.
- 19. Contemporary models focuses on <u>Decision making</u> process of buyers involved in selection of products/services.
- 20. <u>Contemporary</u> models depends 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?