

**BBA**  
**(SEM.IV) BBA-F010402T(B):**  
**CONSUMER BEHAVIOR**

**REVISED QUESTIONS ANSWERS**

Questions	Answers
<b>EXAMINATION –(2021-22)</b>	
50. Case studies are associated with : (a) Qualitative research (b) Quantitative research (c) Ambiguous statement (d) None of these	(a) Qualitative research
55. Consumer behavior relates to both the _____ and emotional process of individuals (a) Mental (b) Personal (c) Action (d) Ecological	(a) Mental
92. “Maslow’s hierarchy of Need” includes _____ (a) Physiological needs (b) Economical needs (c) Super ego (d) Ego needs	(a) Physiological needs
<b>MODEL PAPER – I</b>	
Q.20. _____ refers to how an individual perceives a particular message. (1) consumer behavior (2) consumer interest (3) consumer attitude (4) consumer perception	(4) consumer perception
<b>MODEL PAPER – II</b>	
39. A company must always guard against dissatisfying customers. On average, a satisfied customer tells 3 people about a good purchase experience. A dissatisfied customer, however, on average gripes to _____ people.	(2) 9

(1) 7 (2) 9 (3) 11 (4) 30	
Q.56.The stage of the business buying process where the buyer describes the characteristics and quantity of the needed item is called: (1) problem recognition. (2) general need description. (3) product specification. (4) proposal solicitation.	(3) product specification.
Q.71.Group, _____ marketing and _____ determine the initial level of product knowledge as well as change in it. (1) consumer feedback (2) situational influences (3) information available (4) consumers’ perceptions	(3) information available
Q.81.For which of the following products would the reference group influence be the strongest? (1) a best-seller novel (2) a pickup truck (3) a loaf of bread (4) a pair of jeans	(4) a pair of jeans