

# IAT 3 Consumer Behaviour, 18MBAMM301

2:00 pm To 3:00 pm, Total 34 Questions. First 30 Questions x 1 Mark = 30 M. Questions from 31 to 34 carries 5 marks each (4 x 5 M)= 20 M. Total marks = 50 M. Duration = 1 Hour.

The respondent's email (**null**) was recorded on submission of this form.

\* Required

1. Email\* \_\_\_\_\_

2. Name \* \_\_\_\_\_

3. USN \* \_\_\_\_\_

4. Semester \*  
*Mark only one oval.*

III

5. CMRIT Email id \* \_\_\_\_\_

6. 1) Social class is defined as... \* 1 point  
*Mark only one oval.*

**Division of members of a society into a hierarchy of distinct status.**

Division of marketing.

Division of work.

None of the above

7. 2) Social stratification is.... \* 1 point  
*Mark only one oval.*

**Is relative ranking of members of each social class.**

Segmenting, Targeting and Positioning

Services related aspects.

None of the above

8. 3) Subjective method of social class measurement is... \* 1 point  
*Mark only one oval.*

- Ranked by others
- Ranking themselves.**
- Ranking by external agency.
- Ranking by government.

9.4) Reputation method of social class measurement is... \*

- Ask members of a community to rank each other in the status system.**
- Ask others to rank the member of community.
- Ask third party agency to rank.
- None of the above

10. 5) Objective method of social class measurement is... \* 1 point  
*Mark only one oval.*

- Based on certain objective factors (like occupation, education)..**
- Based on purchase behaviour.
- Based on gender.
- None of the above.

11. 6) Broadly how many social class categories are there in India... \* 1 point  
*Mark only one oval.*

- Three
- Four**
- Five
- Six

12. 7) Culture means... \* 1 point  
*Mark only one oval.*

- Sum total of assets an individual possessions.
- Sum total of learned beliefs, values and customs.**
- Sum total of liabilities.
- None of the above.

13. 8) Formal learning means... \* 1 point  
*Mark only one oval.*

Parents and elders teach children the proper way to behave.

**Marketing manager teach about products.**

Customer care executive discussion with customers.

None.

14. 9) Informal learning is... \* 1 point  
*Mark only one oval.*

Learn through hand holding by Marketing managers.

**Learn by imitating the behaviour of parents, friends, watching TV.**

Learn through training classes

None.

15. 10) Technical learning is..... \* 1 point  
*Mark only one oval.*

Without instructions learning.

**Instruction given about specific method.**

No method is followed.

None.

16. 11) Environment oriented values concerned with... \* 1 point  
*Mark only one oval.*

**Cleanliness, Performance, Nature**

Pollution, problems

Developing products

None

17. 12) Self-oriented values are \* 1 point  
*Mark only one oval.*

**Ego related issues**

Active, passive, material, non-material, Hard work, leisure related issues

Competitor influence

None

18. 13) Dissolution stage is concerned with... \* 1 point

*Mark only one oval.*

- Death of one spouse**
- Death of kid.
- Death of grand father
- All the above

19. 14) Contractual group means.... \* 1 point

*Mark only one oval.*

- In which person holds membership.**
- No membership with group.
- Never want to associate.
- None

20. 15) An Avoidance group means... \* 1 point

*Mark only one oval.*

- Wants membership in group.
- Disapproves group values.**
- Holds membership
- None

21. 16) Opinion leadership means..... \* 1 point

*Mark only one oval.*

- Who communicates informally about product and service to others.**
- Who never communicates.
- Who is a political leader.
- All the above.

22. 17) Self designating method of opinion leadership method means.... \* 1 point

*Mark only one oval.*

- Degree to which they behave as opinion leader.**
- They never behave like leaders
- Least bothered about others
- None

23. 18) The sociometric method of opinion leadership deals with.... \* 1 point  
*Mark only one oval.*

- Never gives opinion.
- Who gives information and advice, acts as opinion leader.**
- Never communicates to outside world.
- none

24. 19) Key informant method means... \* 1 point

*Mark only one oval.*

- Individuals in group who are opinion leaders.**
- People who never recommend
- They are from other group
- None

25. 20) Market mavens means... \* 1 point  
*Mark only one oval.*

- Market participant with great deal of knowledge and connections.**
- Market participant with no knowledge.
- Customer who has good friends network.
- None.

26. 21) Authority figure means... \* 1 point  
*Mark only one oval.*

- Person who gives product news, advice, narrates experience.
- Person who is head of family.**
- Person who take cares of family.

None.

27. 22) Trend setter means... \* 1 point

*Mark only one oval.*

- These people will never buy new products.
- Innovative people often purchase new products.**
- They wait others to buy products.
- None.

28. 23) Diffusion means .... 1 point  
*Mark only one oval.*

- Innovation never reaches target market.
- Innovation communicated to social system.**
- Innovation kept confidential.
- None

29. 24) Interest stage in adoption means.... \* 1 point  
*Mark only one oval.*

- Developing favourable or unfavourable image**
- Never purchasing product.
- Never endorsing product.
- None.

30. 25) What do you mean by adoption... \* 1 point

*Mark only one oval.*

- Not purchasing.
- Purchasing.**
- Never purchasing.
- None

31. 26) Early adopters means... \* 1 point  
*Mark only one oval.*

- Ready to take calculated risk in purchasing new product or service.
- Thinkin to purchase new product.**
- They are aged people.
- None.

32. 27) Who are laggards... \* 1 point  
*Mark only one oval.*

- Adoption with reluctance.
- Never adopt.**
- Adopt product or service.
- None

33. 28) CRM Means... \* 1 point  
*Mark only one oval.*

- Client Relationship management
- Customer Relationship Marketing
- Customer Relationship Management**
- None

34. 29) Operational CRM deals with... \* 1 point  
*Mark only one oval.*

- Sales force automation, Marketing automation, Service automation**
- Relationship Management
- Front office work
- None

35. 30) E-CRM deals with .... \* 1 point  
*Mark only one oval.*

- Electronic components with CRM.**
- CRM offline
- Front office discussion
- None

36. 31) Explain diffusion process \*

**Diffusion** is the **process** by which a new idea or new product is accepted by the **market**. The rate of **diffusion** is the speed with which the new idea spreads from one consumer to the next.

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37. 32) Explain advantages of e-CRM. \*

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- Improved customer relations, service and support.
- Matching the customers' behavior with suitable offers.
- Increased customer satisfaction and loyalty.
- Greater efficiency and cost reduction.
- Increased business revenue.

38. 33) How culture impacts the purchasing. \*

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**Culture** determines the consumer's experiences, beliefs, and values, which in turn is directly linked to attitudes, emotions, social norms, intentions, and behaviors. ... Groups that **influence** the choice of consumers are typically sorted into workgroups, **shopping** groups, friendship groups, and families

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39. 34) Explain influence of family life cycle on purchase. \*

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**Family Life Cycle** And **Buying** Roles Introduction - Consumer Behaviour. The **family** is a major **influence** on the consumer behaviour of its members. The **family** commonly provides the opportunity for product exposure and trial, and imparts consumption values to its members.

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