



M COM ENTRANCE

MARKETING MANAGEMENT PRACTICE QUESTIONS

CH7 : CONSUMER BEHAVIOUR CH8 : CONSUMER PROTECTION

1. Post purchase dissatisfaction in marketing is known as:
 - A Caveat emptor
 - B Cognitive dissonance
 - C Brand loyalty
 - D None of the above

2. What is customer delight ?
 - A Performance equal to expectation
 - B Performance less than expectation
 - C Performance more than expectation
 - D Expectation more than Performance

3. Which of the following steps of purchase decision process is in sequence ?
 1. Problem recognition
 2. Search for alternatives
 3. Evaluation of alternatives
 4. Purchase action
 5. Post purchase actionCodes :
 - A 1, 3, 2, 4, 5
 - B 1, 2, 4, 3, 5
 - C 2, 1, 3, 5, 4
 - D 1, 2, 3, 4, 5

4. **Assertion (A)** : High customer expectations lead to dissatisfaction as product performance never matches them.
Reason (R) : Product performance is always customer specific.
Codes :
 - A Both (A) and (R) are correct.
 - B Both (A) and (R) are incorrect.
 - C (A) is correct, but (R) is incorrect.
 - D (R) is correct, but (A) is incorrect.

5. Which subject is relevant to the study of consumer behaviour ?
 - A Economics
 - B Psychology
 - C Sociology
 - D All the above

6. Consumer attitudes and beliefs about diet, health and nutrition are influenced by
 - A Economic environment
 - B Cultural environment
 - C Social environment
 - D Natural environment

7. The third stage in the consumer buying decision process is
 - A Evaluation of alternatives
 - B Information search
 - C Purchase decision
 - D None of the above

8. Industrial buyers are likely to be most responsive to _____ appeal.
 - A emotional
 - B moral
 - C rational
 - D cognitive

9. The factor that exerts the broadest and deepest influence on consumer behaviour is
 - A Culture
 - B Sub-culture
 - C Social class
 - D Income

10. Which is not one of the stages in the consumer buying-decision process?
 - A Purchase decision
 - B Post-purchase behaviour
 - C Problem recognition
 - D Cultural factors

11. The people to adopt a new product first are called
 - A Early adopters
 - B First users
 - C Initial adopters
 - D Innovators

12. A primary group influencing the buyer behaviour is a
 - A Family
 - B Professional association
 - C Religious group
 - D Trade union

13. How many rights does a consumer have under the Consumer Protection Act, 2019?
 - A 6
 - B 5
 - C 8
 - D 7

14. Under the Consumer Protection Act, 2019, District commission has the jurisdiction to entertain complaints where the value of the goods or services paid as consideration:

- A** does not exceed 50 lakh rupees
- B** exceeds 1 Crore rupees
- C** does not exceed 1 Crore rupees
- D** is irrelevant

15. Which of the following is true about the composition of a State Commission under the Consumer Protection Act, 2019?

- A** President and at least three members (no restrictions regarding the gender of the members).
- B** President and at least three members (at least one member must be a woman).
- C** President and at least four members (no restrictions regarding the gender of the members).
- D** President and at least four members (at least one member must be a woman).