



INDIAN SCHOOL AL WADI AL KABIR

Class: XI	Department: Commerce
Subject: Marketing	Part I – Subject Specific Skills
A.Y. 2025 - 26	Chapter 5: Consumer Behaviour

Qt no.	OBJECTIVE TYPE QUESTIONS
1	A company studies how individuals select, purchase, use, and dispose of products to tailor their marketing strategies better. This study is called: a) Market Segmentation b) Consumer Behavior c) Product Positioning d) Sales Forecasting
2	A fashion brand changes its product design based on consumer feedback about comfort and style preferences. This is an application of: a) Production Management b) Consumer Behavior Analysis c) Financial Management d) Human Resource Management
3	A buyer chooses a premium skincare brand because it makes her feel confident and boosts her self-esteem. This internal drive is an example of: a) Psychological Factor b) Cultural Factor c) Social Factor d) Personal Factor
4	In rural areas, consumers often shop at local markets due to community ties and exposure, while urban consumers prefer shopping malls. This difference is primarily due to: a) Psychological Factors b) Cultural Factors c) Social Factors d) Economic Factors
5	In a household, the father goes to the store and makes the payment for groceries. His role is: a) User b) Buyer c) Influencer d) Maintainer
6	The person who actually uses a product, such as the whole family eating purchased food items, is known as the: a) Buyer b) User c) Initiator d) Maintainer
7	After purchase, a family member services and maintains their washing machine for better performance. This role is: a) Maintainer b) Disposer c) User d) Buyer
8	A customer realizes they need a winter coat before the cold weather begins. This initial realization or problem awareness is called:

	a) Information Search b) Purchase Decision c) Need Recognition d) Post-Purchase Evaluation
9	A buyer compares various brands and models of smartphones after researching options online and asking friends for opinions. This deliberation process is called: a) Need Recognition b) Evaluation of Alternatives c) Purchase d) Post-Purchase Behavior
10	Once the customer has used the product, they assess whether it meets their expectations, leading to satisfaction or dissatisfaction. This review stage is called: a) Post-Purchase Evaluation b) Need Recognition c) Evaluation of Alternatives d) Information Search
	DESCRIPTIVE TYPE QUESTIONS
1	A new smartphone company analyzes how customers decide what brand to buy, when to buy, and how often to upgrade. Explain which concept this analysis falls under and why understanding it is critical for marketing success.
2	Teenagers influenced by friends tend to buy trending gadgets even if they lack in-depth product knowledge. Identify and explain the social factor at play and explain its impact on marketers' promotional strategies.
3	In a household buying decision for a new refrigerator, the person suggesting the purchase, the decider, and the actual buyer are different family members. Explain the roles each person is playing and why understanding these roles is important for marketers.
4	A mother chooses products based on information she filters and controls from advertisements before presenting options to her family. Identify her buying role and discuss how marketers can target such gatekeepers effectively.
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6	After buying a product, some consumers check reviews and experience doubts whether they made the right choice, sometimes called buyers' remorse. Identify the stage and describe the term in this stage which relates to buyer's remorse and how companies try to minimize dissatisfaction.
7	A customer is uncertain about which smartphone to buy and spends considerable time reviewing alternatives before purchasing. Identify and explain the stage of consumer decision making that involves comparing options
8	Explain the concept of evoked set
9	Explain in detail the types of searches conducted by a consumer in the buying process
10	An apparel brand introduces a special line of clothing for a religious festival respecting local customs of modesty and color preferences. Identify and explain the factor affecting the consumer's buying decision