

26 Lecture - MGT211

Important Mcqs

1. **What is the definition of consumer behavior?**

- A) The study of how businesses operate
- B) The study of how individuals make decisions about buying, using, and disposing of goods and services
- C) The study of how to market products to consumers
- D) The study of how to create new products

Solution: B) The study of how individuals make decisions about buying, using, and disposing of goods and services.

2. **What is the first step in the consumer decision-making process?**

- A) Need recognition
- B) Information search
- C) Evaluation of alternatives
- D) Purchase decision

Solution: A) Need recognition.

3. **Which of the following is NOT a type of consumer buying decision?**

- A) Habitual buying decision
- B) Limited decision making
- C) Complex buying decision
- D) Casual buying decision

Solution: D) Casual buying decision.

4. **Which of the following is NOT a psychological factor influencing consumer behavior?**

- A) Motivation
- B) Perception
- C) Attitude
- D) Distribution

Solution: D) Distribution.

5. **Which of the following is NOT a method of primary data collection for marketing research?**

- A) Surveys
- B) Focus groups
- C) Social media analytics
- D) Secondary data analysis

Solution: D) Secondary data analysis.

6. **What is the difference between qualitative and quantitative research?**

- A) Qualitative research focuses on numbers and statistics, while quantitative research focuses on subjective opinions and experiences.
- B) Quantitative research focuses on numbers and statistics, while qualitative research focuses on subjective opinions and experiences.
- C) Qualitative research is more expensive than quantitative research.
- D) Quantitative research is more time-consuming than qualitative research.

Solution: B) Quantitative research focuses on numbers and statistics, while qualitative research focuses on subjective opinions and experiences.

7. **What is a sample in marketing research?**

- A) The entire population being studied
- B) A small subset of the population being studied
- C) The margin of error in the research results
- D) The standard deviation of the research results

Solution: B) A small subset of the population being studied.

8. **What is a focus group?**

- A) A one-on-one interview between a researcher and a participant
- B) A survey sent out to a large group of people
- C) A group discussion led by a researcher to gather opinions and experiences about a product or service
- D) A statistical analysis of sales data

Solution: C) A group discussion led by a researcher to gather opinions and experiences about a product or service.

9. **What is a psychographic segmentation variable?**

- A) Age
- B) Gender
- C) Income
- D) Personality

Solution: D) Personality.

10. **What is the purpose of market segmentation?**

- A) To divide a market into smaller groups of consumers with similar needs and characteristics
- B) To create a single product that appeals to all consumers
- C) To eliminate competition in a market
- D) To reduce the cost of production

Solution: A) To divide a market into smaller groups of consumers with similar needs and characteristics.