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.