

14 Lecture - MGT301

Important Mcqs

1. **Which of the following is a personal factor that influences consumer buying behavior?**
- a) Reference groups
 - b) Social class
 - c) Occupation
 - d) Culture

Answer: c) Occupation

2. **Which of the following is a psychological factor that influences consumer buying behavior?**
- a) Family
 - b) Social norms
 - c) Perception
 - d) Lifestyle

Answer: c) Perception

3. **Which of the following is a social factor that influences consumer buying behavior?**
- a) Attitudes
 - b) Personality
 - c) Reference groups
 - d) Motivation

Answer: c) Reference groups

4. **What type of consumer buying behavior occurs when a consumer is highly involved in the purchase decision?**
- a) Routine response behavior
 - b) Limited decision making
 - c) Extensive decision making
 - d) Impulse buying

Answer: c) Extensive decision making

5. **Which of the following is an example of a situational factor that influences consumer buying behavior?**
- a) Social class
 - b) Personality
 - c) Time pressure
 - d) Attitudes

Answer: c) Time pressure

6. **Which of the following stages of the consumer buying process involves evaluating the alternatives and making a purchase decision?**
- a) Problem recognition
 - b) Information search
 - c) Evaluation of alternatives
 - d) Post-purchase evaluation

Answer: c) Evaluation of alternatives

7. **Which of the following consumer buying behaviors is characterized by low involvement and little effort to make a purchase decision?**
- a) Routinized response behavior
 - b) Impulse buying
 - c) Limited decision making
 - d) Extensive decision making

Answer: a) Routinized response behavior

8. **Which of the following is an example of a cultural factor that influences consumer buying behavior?**
- a) Income level
 - b) Social norms
 - c) Age
 - d) Personality

Answer: b) Social norms

9. **Which of the following consumer buying behaviors is characterized by regret or dissatisfaction after making a purchase?**
- a) Routine response behavior
 - b) Impulse buying
 - c) Limited decision making
 - d) Post-purchase dissonance

Answer: d) Post-purchase dissonance

10. **Which of the following is an example of a personal factor that influences consumer buying behavior?**
- a) Family
 - b) Culture
 - c) Social class
 - d) Income

Answer: d) Income