

# 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**