

15 Lecture - MGT301

Important Mcqs

1. **Which of the following is an example of a personal factor that can influence consumer buying behavior?**
- a) Reference groups
 - b) Culture
 - c) Social class
 - d) Age

Answer: d) Age

2. **Which psychological factor can influence consumer buying behavior by affecting an individual's perception of a product's quality or effectiveness?**
- a) Motivation
 - b) Perception
 - c) Learning
 - d) Attitudes

Answer: b) Perception

3. **Which social factor can influence consumer buying behavior through social norms and opinions?**
- a) Age
 - b) Income
 - c) Social class
 - d) Reference groups

Answer: d) Reference groups

4. **Which cultural factor can influence consumer buying behavior by promoting certain beliefs and values?**
- a) Religion
 - b) Social class
 - c) Family
 - d) Education

Answer: a) Religion

5. **Which situational factor can influence consumer buying behavior by creating a sense of urgency or scarcity?**
- a) Physical surroundings
 - b) Time pressure
 - c) Mood
 - d) Perception

Answer: b) Time pressure

6. **Which stage of the decision-making process involves recognizing a need or problem that requires a purchase?**
- a) Information search
 - b) Evaluation of alternatives
 - c) Purchase decision
 - d) Problem recognition

Answer: d) Problem recognition

7. **Which stage of the decision-making process involves gathering information about products or services that could potentially meet the consumer's needs?**
- a) Information search
 - b) Evaluation of alternatives
 - c) Purchase decision
 - d) Post-purchase evaluation

Answer: a) Information search

8. **Which stage of the decision-making process involves weighing the pros and cons of each available option?**
- a) Information search
 - b) Evaluation of alternatives
 - c) Purchase decision
 - d) Post-purchase evaluation

Answer: b) Evaluation of alternatives

9. **Which stage of the decision-making process involves making the actual purchase?**
- a) Information search
 - b) Evaluation of alternatives
 - c) Purchase decision
 - d) Post-purchase evaluation

Answer: c) Purchase decision

10. **Which stage of the decision-making process involves reflecting on the purchase and evaluating whether it met the consumer's expectations?**
- a) Information search
 - b) Evaluation of alternatives
 - c) Purchase decision
 - d) Post-purchase evaluation

Answer: d) Post-purchase evaluation