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