



INDIAN SCHOOL MUSCAT

Senior Section

Department of Commerce and Humanities

CLASS XI

MARKETING: CONSUMER BEHAVIOUR

WORKSHEET NO.5

1. Branding is a _____ decision.
 - (a) Product
 - (b) Place
 - (c) Promotion
 - (d) Price
2. _____ is the person who first gets the thought or gives the idea of buying a particular product.
 - (a) Initiator
 - (b) Influencer
 - (c) Decider
 - (d) Buyer
3. The buying process starts when the buyer recognizes a .
 - (a) Product
 - (b) An advertisement for a product
 - (c) A salesperson's visit
 - (d) A problem or need
4. Parents buy toys for their children act as _____ in the buying process.
 - (a) Decider
 - (b) Buyer
 - (c) Maintainer
 - (d) All of the above
5. What is the last stage of the consumer decision process?
 - (a) Problem recognition
 - (b) Behaviour alternative
 - (c) Post purchase
 - (d) Evaluation purchase
6. Listing alternatives that will solve the problems at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process?
 - (a) Information search
 - (b) Purchase
 - (c) Evaluation of alternatives
 - (d) Post purchase
7. Explain the role of a customer as a 'Gatekeeper'.
8. Differentiate between a consumer and a buyer.
9. Explain the role of a customer as 'Maintainer'.
10. What do you mean by a 'reference group' in consumer behaviour? Explain 'reference group influence' used by marketers to promote their product.
11. How does the economic condition and lifestyle influence the consumer's purchasing behaviour?
12. Give examples of the roles played by a child and mother in the process of buying.
13. Differentiate between the decision making process of high involvement and low involvement products.
14. 'The motivation drives to develop a purchasing attitude towards a product'. Explain.
15. Discuss any 3 cultural factors that affect the consumer buying behavior.

16. Explain any 3 roles played by consumer in different kinds of purchase situations.
17. Describe the various stages involved in the purchase of a low involvement purchase decision.
18. What do you mean by 'post-purchase evaluation'? Why is it important to study the 'post- purchase evaluation'?
19. Discuss any three psychological factors that influence the consumer behaviour.
20. 'The study of consumer behaviour is very relevant for effective marketing management'. Discuss.
21. 'Social factors play significant role in determining consumer behaviour'. How?
22. Explain the psychological factors that influence the consumer buying behaviour.
23. Discuss the various buying roles of a consumer in different kinds of purchase situation.
24. 'The purchase decisions can be thought-based and feeling-based'. Explain the meaning with examples.
25. Describe the various stages of the consumer decision making process.
26. Discuss the various social factors that influence consumer buying behaviour.
27. Prepare a flow chart to identify the steps involved in consumer decision making process of a new car (high involvement) and explain the stages.
28. Explain the importance of studying consumer behaviour by a business.
29. Prepare a flow chart to identify the steps involved in consumer decision making process of a consumer decision making process of note books (low involvement) and explain the steps.