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| CLASS:<br>XI | <b>INDIAN SCHOOL MUSCAT<br/>SECOND PERIODIC TEST</b>   | MARKETING                   |
|              | <b>SET - B</b>   |                             |
| QP.NO.       | VALUE POINTS   | SPLIT UP<br>MARKS           |
| 1.           | Individual consumer is the person who buys goods and services etc for personal or household use. Organizational consumer is the person who buys goods and services for processing them for the ultimate users including personal or individual consumers.  | $\frac{1}{2} + \frac{1}{2}$ |
| 2.           | The number of brands that a consumer actually considers in making a purchase decision is known as the evoked set.  | 1                           |
| 3.           | Problem Recognition  | 1                           |
| 4.           | a.Influencer.<br>b. Strong inclination   | 1+1                         |
| 5.           | A need becomes a motive when it is aroused to a sufficient level of intensity and a motive is a need that is sufficiently pressing to drive the person to act.<br>Motivation drives the consumers to develop a purchasing attitude.<br>It works at a subconscious level and is often difficult to measure.<br>For. Example a buyer goes to a nearby restaurant and orders pizza for himself, because hunger was the motivating factor for him to purchase pizza.<br>Recognition and self-esteem also influence the buying decision of individuals.<br>Certin products become their status symbol and people know them by their choice of picking up exclusive products.  |                             |
| 6.           | Culture is a combination of values and beliefs, religions and customs which influences consumer behaviour directly or indirectly.Cultural factors comprise of set of values and ideologies of a particular community or group of individuals. It is the culture of an individual which decides the way he/she behaves. In simpler words, culture is nothing but values of an individual.<br><br>Sub-culture consisting of psychological, social or geographical source of consumer group indicates their unique demand pattern in consumption behaviour and relatives as a child becomes his culture.  |                             |
| 7.           | <b>Post Purchase evaluation:</b> the purchase act might result in one of two:<br>(a) Satisfaction: the buyer feels satisfied at the reduction of the gap between the actual and ideal states or might experience dissatisfaction with the purchase. Consumers are generally satisfied if purchases meet with their expectations.<br>(b) Dissatisfaction: consumers experience some post purchase anxieties, called cognitive dissonance. It is a thought that one has not made the right decision. The consumer attempts to reduce this anxiety by searching for additional information that supports his choice. The marketer can help by providing supportive information to the buyer and also by positive marketing communications |                             |
| 8.           | (a) <b>Family:</b> Consumer buying decisions are influenced by many social factors like the economic condition of the family, its role and status in society.<br><ul style="list-style-type: none"> <li>▪ People with high incomes have a high purchasing power and purchase branded products from malls and expensive markets.</li> <li>▪ Middle or lower income groups purchase products from local markets.</li> <li>▪ The urban population's buying behaviour will be different from the rural population's buying behaviour.</li> </ul>   |                             |

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|  | <p>(b) <b>Reference group:</b> It comprises of two or more persons realizing common goals, values, attitudes and behaviour. Friends or other people with whom one identifies himself constitute a reference group.</p> <p>© Roles and Status: An individual has many roles to play in their lives, at their workplace, they have different duties as compared to the duties they are expected to fulfill at home.</p> <ul style="list-style-type: none"> <li>For example fully automatic washing machines are beneficial for a working woman and are advertised accordingly.</li> </ul> <p>f)Economic conditions:</p> <ul style="list-style-type: none"> <li>People in the high income bracket have higher purchasing power. They buy expensive and trendy goods. People in the low income groups buy simple and relatively cheaper goods.</li> </ul> <p>(g)Lifestyle: lifestyles are identified by observing activities, interests, opinions and demographics. The activities of individuals like hobbies, shopping, sports etc. indicate a lot. People's interests can be observed from their preferences of food, fashion, recreation, media choice etc.</p> |  |
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