

1. In order to study the external influences that shape a customers' self-concepts and lifestyles, one needs to study his:

motives

personality

perception

culture

2. \_\_\_\_\_ is one of the most basic influences on an individual's needs, wants, and behaviour.

brand

culture

product

price

3. \_\_\_\_\_ are the basic and fundamental beliefs that guide or motivate attitudes or actions

values

personality

demographics

family

4. \_\_\_\_\_ are the understood expectations and rules by which a culture directs the behavior of its members of the society in a given circumstance.

values

norms

demographics

family

5. \_\_\_\_\_ refers to the process through which we learn about the culture we live in.

enculturation

acculturation

perception

culture

6. The term \_\_\_\_\_ implies interaction with people of different cultural, ethnic, age and class backgrounds

Culture

Cross cultural

Heterogeneity

Homogeneity

7. The different values that vary across cultures and have an effect on consumption include:

Individual values

Group values

Environment values

All of the above

8. This is an example of individual value:

Outlook of society

Individual/ Collective  
tasks valued

Standards of  
behaviour set

Approach towards life  
and self

9. \_\_\_\_\_ like to do just one thing at a time. They value a certain orderliness and sense of there being an appropriate time and place for everything.

Monochronic cultures

Polychronic culture

Independent culture

Dependent culture

10. \_\_\_\_\_ are one of the biggest reasons why offshore outsourcing deals fail or run into problems

Dependent cultures

Cultural differences

Individual approaches

Standards of  
behaviour set

11. \_\_\_\_\_ comprises of the people who live in a house

Household

Family

Neighborhood

Society

12. Person living alone or with people who are not related by blood

Traditional family

Nuclear family

Blended family

Non family

13. Young couples with teenage dependent children will fall in this stage of Family Life Cycle:

Solitary Survivor

Full Nest 2

Full Nest 3

Bachelor

14. In the Household life cycle (HLC) that has been developed by researchers the rows mention the:

Occupational  
categories

Family stage

Income level

life stages

15. In the HCL model all people in \_\_\_\_\_ face similar needs and problems and behave in a similar fashion to solve their problems

All segments

One segment

Many segments

None of the above

16. A person who first suggests the idea of buying the particular product or service is the:

Decider

Influencer

Initiator

buyer

17. A person whose view or advice influences the family decision is the:

Decider

Influencer

Initiator

buyer

18. A person who decides on any component of a buying decision; whether to buy, what to buy, how to buy, or where to buy is the:

Decider

Influencer

Initiator

buyer

19. \_\_\_\_\_ is the process by which young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the marketplace

Consumer  
socialization

Consumer involvement

Consumer decision  
making

None of the above

20. At this stage, the adolescent starts reasoning about hypothetical problems

The Sensorimotor  
Stage

The Preoperational  
Stage

The Concrete  
Operational Stage

The Formal  
Operational Stage