

1. Which of the following is true?

Consuming refers to decisions about procuring products

Consumer behaviour focusses on aggressive selling

Consumer behaviour is about making people procure products

Consuming refers to the ways in which people use products

2. Any individual who purchases goods and services from the market for his/her end-use is called a.....

Customer

Purchaser

Consumer

All these

3. ----- is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.

Consumer behaviour

Consumer inclination

Consumer attitude

Consumer thinking

4. “----- is the understanding of how people purchase goods and services for personal consumption.”

Consumer behaviour

Consumer interest

Consumer attitude

Consumer interpretation.

5. _____ emphasize(s) that profitable marketing begins with the discovery and understanding of consumer needs and then develops a marketing mix to satisfy these needs.

The marketing concept

The marketing concept

The product influences

The price influences.

6.
Marketing strategy development will include the study of the following:

Company

Competitors

Consumers

All of the above

7.
Café Coffee day aims at selling coffee but more importantly _____

Merchandise

Tea

Experiences

Other Beverages

8.
A firm should consider value from the _____ perspective

Companies

Stakeholders

Employees

Customers

9.

Educating customers is done by the companies on this platform:

Websites

Packages

Sales Presentations

All of the above

10.

_____ attempts to redefine consumer behaviour in a manner that is beneficial for the society?

E-marketing

Social marketing

Green marketing

Digital marketing