

1. \_\_\_\_\_behaviour describes the way in which a customer thinks, feels, and acts after buying.

Pre-purchase

Repetitive

Impulsive

Post-purchase

2. This cannot be judged by studying a consumer's post purchase behaviour:

Preferences

Religion

Attitudes

Satisfaction level

3. When a consumer has his doubts regarding purchase he or she has made, it is called:

Post purchase  
satisfaction

Post purchase  
dissonance

Post purchase  
behaviour

Post purchase  
evaluation

4. Post purchase dissonance may lead the customer to:

Return the product  
back from where he  
purchased

Feelings of regret

Switching to a  
competitor brand

All of the above

5. The right response by a company in case of a complaint may \_\_\_\_\_the initial dissatisfaction amongst the consumer.

Reverse

Increase

Escalate

Not effect

6. A customer may feel dissonance when:

He believes that he  
has been overcharged  
for the product

The competitor's  
product offers more  
value at the same  
price

The product doesn't  
meet his previous  
evaluative criteria

In all of the above  
situations

7. The customer is fine with the product he has brought and goes ahead with the purchase. This can be described as the \_\_\_\_\_ level of a customer.

Inconsistency level

Post Purchase  
Dissonance

Tolerance level

Purchase level

8. The customer is undecided whether he really likes the product and whether the purchase was up to the mark. This can be described as the \_\_\_\_\_ level of a customer.

Inconsistency level

Post Purchase  
Dissonance

Tolerance level

Purchase level

9. The final stage where the customer begins regretting the purchase is called the \_\_\_\_\_.

Inconsistency level	Post Purchase Dissonance	Tolerance level	Purchase level
10. The more imperative is the buying decision, it is _____ that purchase dissonance will result.			
more likely	less likely	most probably	Not sure
11. Consumers may use a product because of its:			
Functional benefits	Symbolic benefits	Functional as well as symbolic benefits	None of the above
12. Roy buys a watch because of its features. He is looking for a:			
Functional benefit	Symbolic benefit	Functional as well as symbolic benefit	None of the above
13. Sia buys a car because she believes she will acquire a desired social status when she owns the car. She is looking for a:			
Functional benefit	Symbolic benefit	Functional as well as symbolic benefit	None of the above
14. New uses of a product can be identified by the help of:			
In depth interviews.	Brainstorming.	Discussions.	All of the above
15. When a consumer is given the option to purchase more than one product thereby increasing the average order value, it is called:			
Product bundling	Product valuing	Product assortment	Product offer
16. _____ is an attempt by a consumer to get rid of a product that has outlived its intended purpose.			
Buying	Acquiring	Disposition	Retainment
17. These factors may affect the way a person disposes of a product:			
Psychological characteristics of the decision maker.	Product intrinsic factors.	Product extrinsic factors	All of the above
18. Psychological characteristics of the decision maker include his:			

Emotions.	Personality type.	Attitudes.	All of the above
19. Size of a product is an _____ factor effecting the way in which a person disposes off a product.			
Intrinsic	Extrinsic	Internal	External
20. Based on how consumers decide to dispose of a product, marketers cannot make decisions related to:			
Protection of environment	Distribution of products	Developing sustainable resources	Developing environmentally friendly packaging