



INDIAN SCHOOL AL WADI AL KABIR

Class: IX	Department: Commerce
Subject: Marketing and Sales	Part II– Subject Specific Skills
	Chapter 4: Understanding Customer and Consumer

Q. No.	
1	The person who uses the goods and service is called _____. a. Customer b. Consumer c. Both consumer and Customer d. Client
2	The word consumer is derived from the word “consume” which means _____. a. To use b. To buy c. To deliver d. To throw
3	Ravi is a friend of Raju. Raju gifted Ravi a video game on his 7 th birthday. In this example, Ravi is a _____ and Raju is _____. a. Customer and Consumer b. Consumer and Customer c. Both are Customers d. Both are consumers
4	Dell is a company produces laptops, tablets and personal computers by incorporating a special software designed by android Systems. After assembling the laptops, they gifted these laptops to their employees who are involved in carrying out overseas projects. In this case, Dell is considered as a _____. a. Customer b. Consumer c. Both d. None of the above
5.	_____ is a type of customer who purchases the product for others, adds value and resell them back to the customers in the market. Organisational Cutomers
6	Identify the type of customer who make purchases on the spot without proper planning. a. Ready to buy Customer b. Impulse customer c. Potential Customer d. Sales and Discount customer
7	_____ are not the current customers constituting smallest sales percentage but they have the ability to give more sales in future. a. Potential Customers b. Ready to buy customers c. Impulse Customers d. Sale and Discount Customers

8	<p>In the process of buying behaviour, _____ refers to how and why buyers have to buy the products.</p> <p>a. Acquisition Phase</p> <p>b. Consumption phase</p> <p>c. Disposition phase</p> <p>d. All of the above</p>
9	<p>_____ phase refers to the post-purchase phase of the buyer</p> <p>a. Acquisition phase</p> <p>b. Consumption phase</p> <p>c. Disposition Phase</p> <p>d. None of the above</p>
10	<p>_____ is the last step of consumer buying process.</p> <p>Disposition phase.</p>
11	<p>_____ refers to those needs which are primary for the survival of an individual like needs for food clothing and shelter.</p> <p>a. Innate Needs</p> <p>b. Acquired Needs</p> <p>c. Innovative needs</p> <p>d. Creative needs</p>
12	<p>Social, Cultural and personality traits develop _____ needs</p> <p>a. Innate Needs</p> <p>b. Acquired Needs</p> <p>c. Innovative needs</p> <p>d. Creative needs</p>
13	<p>Buyer's behaviour is influenced by _____</p> <p>a. Social factors</p> <p>b. Cultural factors</p> <p>c. Psychological factors</p> <p>d. All of the above</p>
14	<p>_____ refers to the necessity of any individual (Needs)</p>
15	<p>Sneha visits Mall of Muscat to carry on with window shopping. She keeps on wandering from one shop to other. While moving around she was constantly comparing the prices of products. Finally, she decided to leave the mall without making any purchases. Identify the category of customers under which Sneha falls?</p> <p>Sneha is a Potential Customer</p>
16	<p>There was a Discount Clearance Sale at Lulu wherein customers are provided with 50% of price off on garments, footwears, kitchen items and luxury goods. Identify the target group of customers in this case.</p> <p>Sales and Discount Customers</p>

17	Match the factors influencing behavior given in column I with their features given in column II		
	Column I	Column II	
	1.Psychological factors	(i) Income, Inflation, Price fluctuations	
	2. Economic factors	(ii) Customs, values and beliefs of buyers	
	3. Social Factors	(iii) Motivation, perceptions, occupation	
	4.Cultural factors	(iv) friends, family and reference group	
	Choose the Correct option from the Following:		
	a. 1-(i),2-(ii),3-(iii),4-(iv)		
	b. 1-(iii),2-(i),3-(iv),4-(ii)		
	c. 1-(iv),2-(ii),3-(i),4-(iii)		
	d. 1-(ii),2-(iv),3-(i),4-(iii)		
18	Assertion: Sales and Discount customers usually makes decisions on the spot. Reason: such customers are more concerned with the best deals on the products they are intending to purchase. a. Assertion and Reason both are correct, and reason is correct explanation of assertion. b. Assertion and Reason both are correct, but reason is not the correct explanation of assertion. c. Reason is correct, but assertion is not correct. d. Assertion and Reason both are not correct.		
19	Define Customer A customer is an individual or business that purchases the goods or services produced by a business. It means that the customer is the end goal of a business. It is the customer who pays for supply and creates demand		
20	What do you mean by a term Consumer? The word consumer is derived from the word “consume” which means to use. A consumer is a person who is the end user of the product. Consumer refers to a person who purchases the product or service for his own use or consumption For example, A purchases a baby milk bottle to be used by his two years old son. Here A is the customer and the baby is an user or consumer		
21	Differentiate between innate and acquired needs.		
	Basis	Innate Needs	Acquired Needs
	Concept	These are physiological needs that are considered primary needs or motives, food, water, medicine and education etc.	They are generally physiological and considered secondary as the consumer ‘s buying behaviour also depends on factors like, social (affection friendship) culture (belief, value, religion etc.) or environment, safety needs, (physical damage), security (losing a job), esteem (Power, status), Self-actualization (achievements and growth).

22	Who is a Repeat customer? The most loyal customer is a repeat customer or one who regularly uses company's services and purchases its products. As they were satisfied with your dealings on the first visit, they return for more services or products												
23	Define Impulse Customers? Impulse customers are those customers who make purchasing decision only upon their whims or an impressive sales presentation by a skilled salesman. It is neither easy nor difficult to convince such types of customers but most of the times a good presentation about the product or service can inspire the customer to purchase the product or service												
24	What is Disposition phase in the buyer's buying behaviour? This phase helps the marketers in understanding the buyer's behaviour towards the products and services. It will also help the marketers in designing and developing the right product and services. Disposition phase provides information what buyers will do with the product once it is being consumed fully												
	SHORT QUESTIONS and Long Questions												
25.	Differentiate between the Customer and Consumer <table><tr><th>ON THE BASIS OF</th><th>CUSTOMER</th><th>CONSUMER</th></tr><tr><td>1) Meaning</td><td>Customer is the purchaser of goods or services.</td><td>Consumer is the end user of goods or services.</td></tr><tr><td>2) Reselling</td><td>A Customer purchases goods for reselling.</td><td>A consumer do not purchases goods for reselling.</td></tr><tr><td>3) Purchase of goods.</td><td>Yes, customer is the purchaser of goods.</td><td>Consumer may or may not be the purchaser of goods.</td></tr></table>	ON THE BASIS OF	CUSTOMER	CONSUMER	1) Meaning	Customer is the purchaser of goods or services.	Consumer is the end user of goods or services.	2) Reselling	A Customer purchases goods for reselling.	A consumer do not purchases goods for reselling.	3) Purchase of goods.	Yes, customer is the purchaser of goods.	Consumer may or may not be the purchaser of goods.
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26.	What do you mean by organisational customer? Organisational Customers are those customers who purchases the products or services either to re-sale to earn profits or by the government departments, schools' hospitals to run their respective entities. A school or a college buys black board, chalk pieces, office stationery, computers as these are important or basic items for a school. Similarly, industries also purchase raw-materials to manufacture finished products or ancillary tools or instruments or any other items and parts for the industry.												
27.	Define Reference group. Reference group consists of group of individuals that have a direct or indirect influence on the buyer's attitudes and behavior. It is often noticed that friends, family members, colleagues and neighbour with whom person interact quiet frequently on regular basis are such reference groups that influence the buyers behaviour to a large extent.												
28.	Classify customers in detail. 1. Ready to buy customers or need based customer:												

	<p>Such customers are need driven. They know their needs and have sense of purchasing it. Salespersons need to serve these customers based on their specific requirements. If they are satisfied then they can become the repeat customers of the company.</p> <p>2. Potential Customers: When a person enters a departmental store or visits a website has the potential of becoming a customer. It is always possible that these types of customers are simply gathering information or doing window shopping. These kinds of customer are not in a hurry to purchase. However, a good skilled salesman knowledge can convince the customers to purchase the products.</p> <p>3. Sales and Discount Customers: Such type of customers always shops for the best deal on items they want to purchase. They are regularly read newspapers advertisements, store 's circulars and pay attention to local dealers. They always conduct price comparisons on line before going to the store to purchase.</p> <p>4. Repeat Customers: The most loyal customer is a repeat customer or one who regularly uses company's services and purchases its products. They are called life blood of the business so they deserve due respect, whenever they visit the firm or organization or office for any enquiry. An organization should always focus on loyal customers and expand the product range to retain such loyal customers.</p> <p>5. Impulse buying customers: These customers make purchasing decision only upon their whims or an impressive sales presentation by a skilled salesman. It is neither easy nor difficult to convince such types of customers but most of the times a good presentation about the product or service can inspire the customer to purchase the product or service. These types of customers also take decision on the spot.</p>
29.	<p>Enumerate the various steps involved in Buyer's buying process (OR)</p> <p>Explain about the various phases involved in Consumer Buying Process.</p> <p>The aim of the firm or company is to satisfy the needs and wants of the actual users and potential users of their products or services. It can be fulfilled only if marketers understand the tastes, preferences, likes, dislikes, financial position and consumption pattern of the user's consumers or buyer's behaviour are always revolving in searching or purchasing those products or services that they expect will satisfy their needs. This can be discussed under the following phases:</p> <p>1.Acquisition Phase: It refers to why and how buyers buy the product and services for their consumption. This is important phase so the marketers should analyse the factors that influence the choice of the buyer.</p> <p>2. Consumption Phase: This refers to how buyer is going to use the product and services and his/her experiences after its consumption.</p> <p>3. Disposition Phase: It will provide information what buyers do with the product once it is being consumed fully. The above stated phases will help the marketers in understanding the buyers behavior towards the products and services. It will also help the marketers in designing and developing the right product and services.</p>

30.	<p>Explain the various factors affecting Consumer Buying Behaviour.</p> <p>1. Cultural Factors:</p> <ul style="list-style-type: none"> ➤ Culture is a combination of values and beliefs, religions and customs, which influence consumer behaviour directly or indirectly. These factors make an important basis for market segmentation, product development, advertising, etc. ➤ The consumption habits, eating habits, food-preferences, etc. signal the producers about what should be produced and supplied in the market. <p>2. Psychological Factors:</p> <p>(a) Motivation:</p> <ul style="list-style-type: none"> ➤ 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. Thus, motivation drives the consumers to develop a purchasing attitude. ➤ For example, a buyer goes to a nearby restaurant and orders pizza for herself, because hunger was the motivating factor for her to purchase pizza. <p>(b) Perception:</p> <ul style="list-style-type: none"> ➤ What a person thinks about a particular product or service is his/her perception towards it. ➤ For someone a Dell Laptop might be the best laptop while for others it could be just one of the best brands available <p>(c) Personality:</p> <ul style="list-style-type: none"> ➤ Personality is the collection of inner psychological attributes that characterize the outer behavior an individual in terms of individual differences. ➤ Personality traits like dominance, self-confidence, sociability or adaptability of a person influence his decision making up to great extent whereas an individual's personality may change gradually but plays a vital role in his buying and consumption behaviour. <p>(d) Occupation: The level of education and occupation of the consumer also decides his/her consumption behaviour.</p> <ul style="list-style-type: none"> ➤ For example, a business executive may go for expensive business suits, electronics like laptops and smart phones, or memberships of clubs, whereas a clerk will buy simple clothes and ordinary, cheaper goods. <p>(e) Economic situation: People in the high-income bracket have higher purchasing power. They buy expensive and trendy goods. On the contrary, people in the low-income groups buy simple and relatively cheaper goods.</p> <p>4. Social Factors:</p> <p>Social factors like family and reference groups also play significant role in determining consumer behaviour in the following manner.</p> <p>(a) Family:</p> <ul style="list-style-type: none"> ➤ Consumer buying decisions are influenced by many social factors like the economic condition of the family, its role and status in society, and the reference group of people. <p>(b) Reference Groups:</p> <ul style="list-style-type: none"> ➤ A reference group comprises of two or more persons realizing common goals, group values, attitudes and behaviour. Friends or other people with whom one identifies himself constitute a reference group. <p>(c) Roles and Status:</p> <ul style="list-style-type: none"> ➤ 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. Roles and status help marketers to prepare their products and market them not only as per the
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	<p>customer's requirements, but keeping in view the status those individuals enjoy, so that the customers are targeted at the right place.</p> <p>➤ For example, fully automatic washing machines are beneficial for a working woman, and are advertised accordingly.</p>
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