INDIAN SCHOOL AL WADI AL KABIR

Class: XI	**Department: Commerce**
Subject: Marketing	**Part I – Subject Specific Skills**
A.Y: 2026 - 27	**Chapter 5: Consumer Behaviour**

Qt no.	**OBJECTIVE TYPE QUESTIONS**
1	According to Schiffman and Kanuk, consumer behaviour is the study of how individuals decide to spend their available resources on consumption-related items. These resources are: (a) Land, labour and capital (b) **Time, money and effort** (c) Skill, knowledge and experience (d) Brand, price and place
2	Manish, a college student, selects and pays for a blazer as a birthday gift for his father, who wears it to office meetings. In this situation, Manish is the _____ and his father is the _____. (a) user; buyer (b) decider; initiator (c) **buyer; user** (d) influencer; preparer
3	A restaurant chain opens outlets in Chennai and Delhi. It finds that rice-based meals sell more in Chennai, while wheat rotis sell more in Delhi. This difference in demand is best explained by: (a) Personality (b) Perception (c) Learning (d) **Culture**
4	Priya, a first-time mother, knows little about baby-care products but is deeply concerned about her baby's safety. She follows a paediatrician's advice on a parenting forum when choosing a brand. The paediatrician's influence is greatest in this case because Priya has: (a) low product involvement and high product knowledge (b) high product involvement and low product knowledge (c) low product involvement and low product knowledge **(d) high product involvement and high product knowledge**
5	Sana and Tara both need a laptop within the same budget. Sana buys a Dell because she believes it is the most reliable brand. Tara thinks Dell is just one good brand among many and buys another make. The psychological factor that best explains their different choices is: (a) Motivation (b) Learning (c) **Perception** (d) Family income
6	Seema allows her eight-year-old son to watch only a few selected cartoon channels and blocks all the others. The role Seema plays in this purchase situation is that of a: (a) **Gatekeeper**

	(b) Initiator (c) Preparer (d) Maintainer
7	After buying an expensive smartphone, Arjun keeps wondering whether he made the right choice. To reassure himself, he reads only those online reviews that praise his model. Arjun's feeling and behaviour are an example of: (a) Problem recognition (b) **Cognitive dissonance** (c) Evoked set (d) Internal search
8	A mobile brand finds that shoppers seriously consider only three brands out of the many available, and its brand is not one of them. Which step would best address this problem? (a) Offer free installation at the time of purchase (b) Reduce the price after the customer has bought the phone (c) **Provide persuasive information during the search and evaluation stages so that the brand enters the customer's evoked set** (d) Send thank-you messages after purchase
9	Fifteen-year-old Riya complains about the heat and suggests that the family should buy an air conditioner. Her uncle, an engineer, advises them to choose a 5-star model. Her mother selects the brand and model, and her father pays at the showroom. In this situation, Riya plays the role of: (a) Decider (b) Influencer (c) Buyer (d) **Initiator**
10	A student purchases the same brand of biscuits repeatedly because she was satisfied with its taste during previous purchases. Which psychological factor explains this behaviour? (a) Motivation (b) Personality (c) **Learning** (d) Social status
	DESCRIPTIVE TYPE QUESTIONS
1	Rohan buys a sofa set for his living room. In the same week, his company buys fifty chairs for its new office. Identify the type of consumer in each situation. Ans: Rohan is an *individual consumer*, buying for personal or household use His company is an *organizational (business) consumer*, buying for office or business use rather than personal use
2	A food chain operating across India does not keep beef on the menu in most outlets. It also sells mainly rice-based meals in the south and wheat chapati-based meals in the north. Which factor explains the absence of beef from the menu? Explain it. Ans: Culture
3	Mira, tired after a long day, orders a pizza because she is hungry. She picks one particular brand because she believes it is "premium" and likes to be seen with premium brands. After enjoying the taste, she orders from the same brand every weekend. Identify and explain the three psychological factors that influence Mira's buying behaviour Ans: Motivation: hunger is the need that drives her to order. Perception, beliefs and attitudes: she sees the brand as premium, and its image and status appeal influence her choice

	Learning: satisfaction from experience leads to repeat purchase
4	The Sharma family needs a new refrigerator because its existing refrigerator no longer meets its requirements. The family searches online for information, visits different showrooms and compares prices, energy efficiency, capacity and available features. After selecting a model, the family purchases it. A few days later, they are satisfied with its performance. Answer the following questions: (a) Identify the first stage of the consumer decision process in this case. (1 mark) (b) Explain the two stages that occur between information search and the final purchase decision. Ans: a) Problem recognition. b) Evaluation of alternatives, followed by purchase decision and action.
5	A company finds that consumers are dissatisfied with its product after purchase, even though the product has many useful features. Suggest any three measures the company can take to improve consumer satisfaction and encourage repeat purchases Ans: Improve product quality or performance; address complaints and provide after-sales support; offer accurate product information and supportive communication.
6	A company launches a new range of healthy snacks for school students. Before purchasing, a student notices that the snacks contain less sugar than the usual brands. The student asks friends for their opinions, reads the product label and compares the prices of different brands. After purchasing the snack, the student enjoys its taste and decides to buy it again. Answer the following questions: (a) Identify the psychological factor that motivates the student to consider a healthier snack. (b) Which stage of the consumer decision process involves asking friends and reading the product label? Ans: a) Motivation, such as the desire to eat healthily. b) Information search
7	Explain any three reasons why studying consumer behaviour is important for marketers. Support your answer with suitable examples. Ans in the notes
8	Identify and explain the following buying roles in the given situations. a) A child suggests buying a new board game for the family. b) A parent finally decides which brand of board game to purchase. c) Another family member goes to the shop and pays for the board game. Ans: a) Initiator; b) Decider; c) Buyer.
9	Explain the concept of evoked set. Ans in the notes
10	Explain in detail the types of searches conducted by a consumer in the buying process. Ans in the notes