

☒ eExam Question Bank

Coursecode:

Choose Coursecode

☐ Delete Selected Questions

Show 150 entries

Search:

<input type="checkbox"/>	Question Type	Question	A	B	C	D	Answer	Remark
<input type="checkbox"/>	FBQ	when consumers possess the same perception about a product and are willing to buy at a low price, their buying habits is said to be	homogeneous					eExam
<input type="checkbox"/>	FBQ	the sales of Goods Act was worldwide established in the year	1893					eExam
<input type="checkbox"/>	FBQ	the mental picture of oneself as he or she would like to be refers to as	self-image					eExam
<input type="checkbox"/>	FBQ	the ease with which people adapt to different situations and so manage the impressions they make on others is regarded as	self -monitoring					eExam
<input type="checkbox"/>	FBQ	the "unconscious need or drives especially biological and sexual drives that are at the hearts of human motivation and personality is a theory propounded by	sigmund freud					eExam
<input type="checkbox"/>	FBQ	positive brand associations enhance brand equity and are achieved through a number of	positioning strategies					eExam
<input type="checkbox"/>	FBQ	the consumers buying habits such as age, sex, population, race, is other wise known as	demographic group					eExam
<input type="checkbox"/>	FBQ	a complex mental picture of oneself is also known as the persons	self concept					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	one of the characteristics of a culture which is associated with the saying one man's meat is another man's poison" is <input type="text"/>	arbitrariness					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is an approach to the study of group, influence that recognises that people conduct their lives by playing many roles each of which is accompanied by a certain range of acceptable behaviours	role theory					eExam
<input type="checkbox"/>	FBQ	in the market place, price, packaging, styling, advertising, and displays all serve as <input type="text"/> to help consumers fulfill their needs in product specific ways	clues					eExam
<input type="checkbox"/>	FBQ	The <input type="text"/> theory describes learning as the formation of habits	probability					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a means of describing a concept, its causes and its effects	Model					eExam
<input type="checkbox"/>	FBQ	in a marketing context the consumer who tries several brands and taste of a particular product before making a final choice may be said to have engaged in <input type="text"/>	an instrumental learning					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> theory holds that learning involves complex mental processing of information	cognitive					eExam
<input type="checkbox"/>	FBQ	any market strategy employed by brands that are market leaders to retain their consumers and disabuse their mind from brands of their competitors is called <input type="text"/>	blocking					eExam
<input type="checkbox"/>	FBQ	the two major approaches to the study of personality are state approach and <input type="text"/>	trait approach					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	<input type="text"/> _Person tends to be closed-minded, appreciating the complexity in life and seeing it in many shades of gay	a dogmatic					eExam
<input type="checkbox"/>	FBQ	the technique or method of analyzing means end chains to reveal how certain goods and services are connected with personal values in the minds of consumers is referred to as <input type="text"/>	laddering					eExam
<input type="checkbox"/>	FBQ	the general expectations about behaviour that are deemed appropriate for all persons in a social context, regardless of the position they hold is generally known as <input type="text"/>	norms					eExam
<input type="checkbox"/>	FBQ	a learned behaviour and results of behaviour whose component elements are shared and transmitted by <input type="text"/>	culture					eExam
<input type="checkbox"/>	FBQ	the acceptable norms and behaviours defined and prescribed by the society through the culture is a characteristic of culture known as <input type="text"/>	prescriptive					eExam
<input type="checkbox"/>	FBQ	the consumer related models of man comprise the economic man, cognitive man, passive man and <input type="text"/>	emotional man					eExam
<input type="checkbox"/>	FBQ	buying products that afford emotional satisfaction is a perfectly rational consumer <input type="text"/>	decision					eExam
<input type="checkbox"/>	FBQ	a consumer decision rule can also be known as <input type="text"/>	heuristic decision strategies					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _Is the level of consumer decision making in which the consumers must have had a well established set of criteria with which to evaluate the brands in their evolved state.	Routinised response behaviour					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	<input type="text"/> is defined as one in which a high level of economic development is reflected in a high level consumption of goods and services by a majority of its members	consumer society					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the link between your business and customers.	Marketing					eExam
<input type="checkbox"/>	FBQ	If customers do not know when sales begin, the gap is known as <input type="text"/>	Information					eExam
<input type="checkbox"/>	FBQ	Business people often try to get a competitive edge by offering <input type="text"/> prices.	Lower					eExam
<input type="checkbox"/>	FBQ	Information newly collected by the entrepreneur is <input type="text"/>	Primary					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> information is gathered from outside the business	External					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a continuous process that accommodates both technological and cultural diffusion	Cultural change					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a large group in a population that shares approximately the same lifestyles.	Social class					eExam
<input type="checkbox"/>	FBQ	There are <input type="text"/> social class indicators	4					eExam
<input type="checkbox"/>	FBQ	The acronym AIDA stands for <input type="text"/>	Attention Interest Desire and Action					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a means of describing a concept, its causes and its effects	Model					eExam
<input type="checkbox"/>	FBQ	Model shows that the decision process is <input type="text"/>	dynamic					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the basic determinant of our decision making and buying behaviour	Culture					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	<input type="text"/> is a social movement, seeking the right and power of buyers in relation to seller.	Consumerism					eExam
<input type="checkbox"/>	FBQ	Levels of Consumer Decision making are <input type="text"/> _in number	3					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _is the idea or knowledge that is relevant in observable factual evidence	Cognitive					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a segment of a larger culture whose members share distinguishing pattern of behaviour	Subculture					eExam
<input type="checkbox"/>	FBQ	Hofstede's cultural dimensions comprises of <input type="text"/> _cultural level	5					eExam
<input type="checkbox"/>	FBQ	According to Max Weber, the bases for social stratification are <input type="text"/> _in number	3					eExam
<input type="checkbox"/>	FBQ	Consumer adoption model consist of <input type="text"/> stages	6					eExam
<input type="checkbox"/>	FBQ	There are <input type="text"/> _principal components of culture	3					eExam
<input type="checkbox"/>	FBQ	There are <input type="text"/> _specific levels of consumer decision making.	3					eExam
<input type="checkbox"/>	FBQ	Late President J.F Kennedy's address on Consumer Message to Congress comprises of <input type="text"/> basic consumer rights.	4					eExam
<input type="checkbox"/>	FBQ	A model comprises of <input type="text"/> _components	3					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _is seen as the most single indicator of one's social class	Occupation					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	<input type="text"/> _defined Consumer Behaviour as"The behaviour that consumer displays in serching for,purchasing,using,evaluating and disposing of products,services and ideas which they except will satisfy their needs.	Schiffman and Kanuk					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> reference groups are groups that individuals avoid or deny connection with	Dissociative reference group					eExam
<input type="checkbox"/>	FBQ	Perception processes are divided into <input type="text"/> _parts	5					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _is the tendency of judging any behaviour from the contexts of its own environment and cultural context	Culture relativism					eExam
<input type="checkbox"/>	FBQ	Consumer Decision rule or Heuristics are <input type="text"/> in number	2					eExam
<input type="checkbox"/>	FBQ	There are <input type="text"/> specific levels of consumer decision making.	3					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the portion of the model that is concerned with two closely associated kinds of post decision activity	input					eExam
<input type="checkbox"/>	FBQ	Quality market is composed of <input type="text"/>	Lower-upper and upper-middle class					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> defined Consumer Behaviour as"The acts of individuals directly involved in obtaining,using and disposing of economic goods and services including the decision process that precedes and determines those acts".	Engel James et al					eExam
<input type="checkbox"/>	MCQ	The Non-Compensatory rules are:	Cunjuctive rule Disjunctive rule and Lexicographic rule	Cunjuctive rule Disjunctive rule and psychographic rule	Cunjuctive rule Disjunctive rule and Mirror images	All of the listed	A	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	Which of these consumer related models of man makes rational decision?	Economic model of man	Passive model of man	Cognitive model of man	Emotional model of man	A	eExam
<input type="checkbox"/>	MCQ	Each Human being belongs to _____ cultural group(s)	One	Two	Multi	Three	C	eExam
<input type="checkbox"/>	MCQ	_____ is a means of describing a concept, its causes and its effects	Model	Concept	Factor	Derivation	A	eExam
<input type="checkbox"/>	MCQ	Variables that affect the purchase decision are:-	Psychological factors	Lifestyle factors	Sociological factors	All of the listed	D	eExam
<input type="checkbox"/>	MCQ	The followings are levels of consumer Decision making except:	Extensive problem solving	Limited problem solving	Unlimited problem solving	Routinised responses behaviour	C	eExam
<input type="checkbox"/>	MCQ	EKB model helps Marketers to	Analyse every aspect of consumer decision making	Recognise the stage target consumer have reached in decision making process	Classify and identify the multiple psychological and external variables	All of the listed	D	eExam
<input type="checkbox"/>	MCQ	Three non_compensatory rules are	Conjunctive Disjunctive and Psychographic rules	Conjunctive Disjunctive and Mirror Images	Conjunctive Disjunctive and Lexicographic rules	Psychographic Lexicographic rules and Mirror Images	C	eExam
<input type="checkbox"/>	MCQ	_____ is the basic determinant of our decision making and buying behaviour	Culture	Subculture	Components of culture	non of the listed	A	eExam
<input type="checkbox"/>	MCQ	Which of the following is not a basic component of the model?	Inputs	Outputs	Feedback	Process	C	eExam
<input type="checkbox"/>	MCQ	Levels of Consumer Decision making are _____ in number	2	3	4	5	B	eExam
<input type="checkbox"/>	MCQ	which of these factors affects purchase decision?	Lifestyle factor	Sociology factor	Psychological factor	All of the listed	D	eExam
<input type="checkbox"/>	MCQ	The components of culture are	Cognitive materials and normative	Cognitive affective and normative	Cognitive formative and affective	Cognitive formative and normative	A	eExam
<input type="checkbox"/>	MCQ	_____ is the idea or knowledge that is relevant in observable factual evidence	Affective	Cognitive	Formative	Normative	B	eExam
<input type="checkbox"/>	MCQ	_____ is a material component of culture	Artifacts	Bronze Sculptures	High rise buildings	All of the listed	D	eExam
<input type="checkbox"/>	MCQ	Which of these influences cultural changes?	technological trends	social activities	international business activities	All of the listed	D	eExam
<input type="checkbox"/>	MCQ	_____ is a segment of a larger culture whose members share distinguishing pattern of behaviour	Culture	Subculture	Multiculture	Anti culture	B	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	Hofstedels cultural dimensions comprises of _____ cultural level	3	4	5	2	C	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	According to Max Weber,the bases for social stratification are _____ in number	4	3	2	1	B	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	Consumer adoption model consist of _____ stages	6 stages	7 stages	8 stages	5 stages	A	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	Which of these is a characteristic of culture	Socialization	Arbitrariness	Evaluative	All of the listed	D	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	There are _____ principal components of culture	2	8	3	7	C	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	Perception processes are divided into how many parts	4 parts	5parts	6parts	3parts	B	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	Which of these is not a type of consumer goods or product?	shopping goods	sought goods	convenience goods	specialty goods	B	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	There are _____ specific levels of consumer decision making.	2	3	4	6	B	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	Late President J.F Kennedy's address on Consumer Message to Congress comprises of _____ basic consumer rights.	5	4	3	2	B	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	A model comprises of _____ components	2	3	4	5	B	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	_____ is seen as the most single indicator of one's social class	Association	Influence	Occupation	Artifacts	C	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	determinants of social class includes the following except	Occupation	Perception	Interaction	Value orientations	B	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	_____ defined Consumer Behaviour as"The behaviour that consumer displays in serching for,purchasing,using,evaluating and disposing of products,services and ideas which they except will satisfy their needs.	Engel James et al	Schiffman and Kanuk	Elton Mayo	Adam Smith	B	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	Which of these functions is a Marketing Application of EKB model decision making proocess?	Analysing	Recognising	Classifying	All of the listed	D	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	Consumer decision rule is also referred to as _____	Consumer information process strategies	Consumer decision strategies	Information decision strategies	non of the listed	A	<a href="#">eExam</a>
<input type="checkbox"/>	MCQ	Mass Market is a combination of _____	Upper-upper class and upper-lower class	Upper-lower class and middle-lower class	Lower-middle class and upper-lower class	Upper-lower class and upper-middle class	C	<a href="#">eExam</a>



<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	Which of these factors accelerates the development of consumer society?	Socioenvironmental factors	External factors	Internal factors	All of the listed	D	eExam
<input type="checkbox"/>	MCQ	_____ reference groups are groups that individuals avoid or deny connection with	Dissociative reference group	Aspiration reference group	Disconnective reference group	non of the listed	A	eExam
<input type="checkbox"/>	MCQ	Which of the following serve(s) as attitude's functions for individuals?	Utilitarian function	ego defensive function	knowledge function	All of the listed	D	eExam
<input type="checkbox"/>	MCQ	Which of the following is not a method of consumer good market testing	Stimulated store technique	Sales-way research	Market-intelligence gathering	Reminders	C	eExam
<input type="checkbox"/>	MCQ	Which of these is a personality of traits?	Aggressiveness	Self-Esteem	Self-Confidence	non of the listed	D	eExam
<input type="checkbox"/>	MCQ	Perception processes are divided into how many parts	4 parts	5parts	6parts	3parts	B	eExam
<input type="checkbox"/>	MCQ	Which of these is not a type of consumer goods or product?	shopping goods	sought goods	convenience goods	specialty goods	B	eExam
<input type="checkbox"/>	MCQ	Which of these following is a type of reference group?	Primary group	Formal group	Aspiration group	All of the listed	D	eExam
<input type="checkbox"/>	MCQ	_____ is a normative component of culture	Values	Artifacts	Rules	codes of conduct	B	eExam
<input type="checkbox"/>	MCQ	Which of the following is a social class indicator?	Artifacts	Association	Occupation	All of the listed	D	eExam
<input type="checkbox"/>	MCQ	Which of these is a type of peronality traits?	Detachment	compliance	Dogmatism	All of the listed	D	eExam
<input type="checkbox"/>	MCQ	_____ is the tendency of judging any behaviour from the contexts of its own environment and cultural context	Culture relativism	General relativism	Sub culture relativism	Relativism	A	eExam
<input type="checkbox"/>	MCQ	Which of these factors has contributed to the rise of consumerism in Nigeria?	Scarcity	,Education	Wild claims	All of the listed	D	eExam
<input type="checkbox"/>	MCQ	Consumer Decision rule or Heuristics are _____ in number	2	3	4	5	A	eExam
<input type="checkbox"/>	MCQ	There are _____ specific levels of consumer decision making.	2	3	4	6	B	eExam
<input type="checkbox"/>	MCQ	_____ is the portion of the model that is concerned with two closely associated kinds of post decision activity	input	Hard-disk	Output	processing unit	A	eExam
<input type="checkbox"/>	MCQ	Quality market is composed of _____	Lower-upper and upper-middle class	Upper-upper and upper-lower class	Middle-upper and upper-middle class	Lower-lower and upper-upper class	A	eExam
<input type="checkbox"/>	MCQ	Which of the following is not a type of reference group?	Association reference group	Dissociative reference group	Primary reference group	Secondary reference group	A	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	Which reference group influence type do marketers use to develop advertisements?	Information influence	normative influence	Identification influence	All of the listed	D	eExam
<input type="checkbox"/>	MCQ	Consumers' attitudes, which are being influenced by marketers comprises of three components. they are;-	Beliefs Affective and Intention	Cognitive Emotive and Affective	Cognitive Beliefs and Affective	Cognitive Behavioural and Intention	A	eExam
<input type="checkbox"/>	MCQ	Marketing strategies to change consumer belief consist of _____	Price brand personality	celebrity recognition and product category	Intangible attributes and consumer and consumer benefits	All of the listed	D	eExam
<input type="checkbox"/>	MCQ	_____ defined Consumer Behaviour as "The acts of individuals directly involved in obtaining, using and disposing of economic goods and services including the decision process that precedes and determines those acts".	Engel James et al	Schiffman and Kanuk	Elton Mayo	Harold W. Berkman	A	eExam
<input type="checkbox"/>	MCQ	Which of these is not a level of Consumer Decision making	Extensive problem solving	Intensive problem solving	Limited problem solving	Routinised Responses Behaviour	B	eExam
<input type="checkbox"/>	MCQ	Which of the following is NOT a function of the marketing application of EKB model in decision making process?	Identifying	Analysing	Processing	Classifying	C	eExam
<input type="checkbox"/>	MCQ	Which of these is not a stage in the act of making a consumer decision	Need recognition	Pre-purchase search	Post purchase search	Evaluation of alternatives	C	eExam
<input type="checkbox"/>	MCQ	The marketing application areas of consumer behaviour knowledge include	marketing-mix determination	effective regulatory policy	a and b	non of the listed	C	eExam
<input type="checkbox"/>	MCQ	The perspectives for studying consumer behaviour are:	holistic perspective	intercultural perspective	consumer influence perspective	All of the listed	D	eExam

Showing 1 to 120 of 120 entries

 Previous
 1
 Next