Unit 3 - Overview of Foundation of Consumer Behaviour

Assessment 01: Overview of Foundation of Consumer Behavior

The due date for submitting this assignment has passed. Due on 2019-08-14, 23:59 IST.
As per our records you have not submitted this assignment.

All Questions are Compulsory
Marks [ 1 x 10 ]

1) What is the simple premise that is central to understanding all shopper, buyer, and consumer behavior
   [ 1 point ]
   - People buy products, services, and benefits
   - People do not buy products or services, they buy benefits
   - People ignore the services but buy the products and their benefits
   - People buy products and services irrespective of the benefits

   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
   People do not buy products or services, they buy benefits

2) _____ are those individuals who complete the exchange transaction, acquiring the goods or services for money or credit or “frequent buyer pointsmiles.”
   [ 1 point ]
   - Buyers
   - Seekers
   - Consumers
   - Shoppers

   No, the answer is incorrect.
   Score: 0
   Accepted Answers:
Buyers

3) Ron bought a pair of running shoes, which he ordered and paid for through the Internet. He subsequently wore them for a morning jog. What kind of role is Ron playing in this case

- The role of shopper, buyer, and consumer
- The role of a buyer and consumer
- The role of a shopper and buyer
- The role of a shopper and consumer

No, the answer is incorrect.
Score: 0
Accepted Answers:
The role of shopper, buyer, and consumer

4) Which of the following statements describe the core of consumer behavior

- People buy products, services, and benefits
- People do not buy products or services, they buy benefits
- People ignore the services but buy the products and their benefits
- People buy products and services irrespective of the benefits

No, the answer is incorrect.
Score: 0
Accepted Answers:
People do not buy products or services, they buy benefits

5) What type of individuals get into the marketplace through various means, such as visiting stores at a mall, thumbing through catalogs, or getting on the Internet

- Seekers
- Employees
- Buyers
- Shoppers

No, the answer is incorrect.
Score: 0
Accepted Answers:
Shoppers

6) Mary, a senior citizen in the market for a new car, is looking for much more than a means of getting from point A to point B. She’s buying safety, reliability, and, perhaps, a “look” that makes her feel younger than her years. In each of these cases, what does the customer buy

- The functions performed and the services provided
- The benefits delivered and not the functions performed
- The product brand and the services provided
- The services, product brand, and the benefits delivered

No, the answer is incorrect.
Score: 0
Accepted Answers:
The benefits delivered and not the functions performed

7) ______ can be as practical as needing a key to open a door or as unusual as owning a Monet painting in order to achieve a sense of tranquility

- Consumer services
- Consumer products
- Consumer benefits
8) Which of the following benefits are in some sense measurable  

- Product benefits  
- Intangible benefits  
- Consumer benefits  
- Tangible benefits  

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Consumer benefits

9) _____ are more often associated with the feelings one experiences when owning and/or using a product or service  

- Tangibles  
- Intangibles  
- Benefits  
- Brand concepts  

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Intangibles

10) An individual derives a sense of belonging from wearing the same brand of running shoes as his/her friends or driving an economical car that makes her/him feel thrifty. These are examples of benefits that make up the _____  

- Psychological ring  
- Segment bounding  
- Total product concept  
- Positioning  

No, the answer is incorrect.  
Score: 0  
Accepted Answers:  
Psychological ring

You were allowed to submit this assignment only once.