Assignment 5

The due date for submitting this assignment has passed. As per our policies you have not submitted this assignment.

1. Put the new look buying which requires extended problem solving, buyer involvement is expected to be ___________ and purchase risk is expected to be ___________.
   Options: High, High; Low, High; Low, Low; High, Low
   Accepted Answer: High, High
   Points: 1

2. The process of purchasing bread daily from the local market can be termed as ___________ while the process of buying a car for the first time may be termed as ___________.
   Options: Extensive problem solving, Habitual buying; New task buying, Habitual buying; Limited problem solving, Habitual buying
   Accepted Answer: Habitual buying, Extensive problem solving
   Points: 1

3. The first stage of the consumer buying process is ___________.
   Options: Information Search, Purchase Decision, Post-Purchase Behavior, Need Recognition
   Accepted Answer: Need Recognition
   Points: 1

4. According to Mavis's hierarchy of needs, hunger and thirst are part of ___________.
   Options: Safety, Psychological, Esteem, Belief
   Accepted Answer: Physiological
   Points: 1

5. For customers at a five-star restaurant, ___________ will be a motivating factor and ___________ will be a hygiene factor.
   Options: Presence of a clean wash basin, Offering of continental cuisine, Presence of a clean wash basin, Offering of continental cuisine
   Points: 1

6. ___________ is defined as a learned predisposition in an individual or a group of individuals in a consistently favorable or unfavorable way.
   Options: Belief, Motivation, Personality, Attitude
   Points: 1

7. According to the ___________ model of consumer decision making, consumers establish a minimum required performance for each attribute and add all brands that meet or exceed the performance level of key attributes are considered acceptable.
   Options: Habitual, Group, Heuristic, Directive
   Points: 1

8. The five major factors influencing consumer behavior are:
   Options: Psychological, personal, social, cultural, situational
   Accepted Answer: Psychological, personal, social, cultural, situational
   Points: 1

9. ___________ refers to the groups to which people do not belong but would like to.
   Options: Membership group, Sub group, Aspirational Group, None of these
   Points: 1