

Consumer Behaviour

1. Which branch of behavioural science has made a significant contribution to the study of consumer behaviour?

- a) Sociology
- b) Psychology
- c) Political Science
- d) Cultural Anthropology

a, b, c & d

a, b & c

b & c

a & b

2. Like physical sciences, behavioural or social sciences can predict the behaviour of its subject matter with certainty and without much margin of error.

- a) True
- b) False**

3. Around which of the following year, the transition of conscious-unconscious motivation theories to mathematical models happened, that further led to consumer behaviour?

- a) 1960
- b) 1940
- c) 1950**
- d) 1970

4. In a consumer's mind, what % of advertisements are associated with wrong sponsors?

- a) 10
- b) 25**
- c) 20
- d) 30

5. Which is the most influential group on the consumption pattern of an individual?

- a) Religious group
- b) Social group
- c) Peer group
- d) Family**