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1. Which of the following levels of Maslow's hierarchy of needs is most likely to be associated with consumers' purchase of goods which appeal to their inner sense of peace of mind?
(1) Self-actualization
(2) Love
(3) Security
(4) Physiological
(5) All the above
 2. In marketing terms, Attitude can best be defined as a
(1) rude behavior of salespersons
(2) rude behavior of consumer
(3) mental state of consumer
(4) ego of the marketing executive
(5) none of these
 3. The nominal scale used for marketing research, refers to _____
(1) population characteristic based on age or sex or ownership of a specific consumer durable
(2) ordering of scale
(3) both (1) and (2)
(4) neither (1) nor (2)
(5) none of these
 4. In which stage a consumer is not in a position to explain the reasons for which he buys a product?
(1) Rationalisation
(2) Globalization
(3) Unconsciousness
(4) Modernization
(5) None of these
 5. Reference group influences vis-à-vis consumption decision is a function of the _____
(1) product category
(2) group characteristic
(3) group communication process
(4) all of the above
(5) none of these

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