

Quiz - 1

1. Poppy has decided that she should buy a car to get to her new job on the opposite side of town. In terms of the basic consumption process, what is this first step referred to as?
 - a. cost and benefit analysis
 - b. value assessment
 - c. want specification
 - d. need realization

2. Dana and John are expecting their first child and are purchasing furniture for the nursery. They are searching the Internet, reading parents' magazines and paying attention to the advertisements, and visiting many stores because they want to purchase the best quality furniture that fits their budget. In relation to the consumption process, what is the term for the effort they are expending to ensure they make the right decision?
 - a. a cost
 - b. a reaction
 - c. a value outcome
 - d. a benefit

3. Marian is trying to decide on a major, so she takes an aptitude test offered by the career services office at her school. The results indicate that she is interested in understanding how people react to their environment and is concerned with their thoughts, feelings, and behaviours. Which discipline should Marian pursue?
 - a. economics
 - b. anthropology
 - c. psychology
 - d. biology

4. Which theory has "obtaining resources from consumers in return for the value they create" as a basic tenet for explaining why companies succeed or fail?
 - a. attribution theory
 - b. resource-advantage theory
 - c. the theory of reasoned action
 - d. resource-elaboration theory

5. What is the definition of a product?
 - a. a potentially valuable bundle of benefits
 - b. a physical good offered to satisfy a need
 - c. an item offering perceived value to a target market
 - d. a resource allocated toward satisfying a felt need

6. Procter & Gamble sells six different brands of laundry detergent, each with a unique offering for different market segments. Which business orientation does this illustrate?
 - a. undifferentiated marketing
 - b. differentiated marketing
 - c. niche marketing
 - d. multiple marketing

7. Kayla is engaged in research that seeks to explain the inner meanings and motivations associated with purchasing clothing. She records and analyzes the words that consumers use to describe events and observes shoppers in stores. From that, she develops an understanding of what motivates shoppers. What type of research is Kayla performing?
 - a. quantitative research
 - b. interpretive research
 - c. sociological research
 - d. independent research

8. Which type of research includes tools such as case analyses, clinical interviews, focus group interviews, and other tools in which data are gathered in a relatively unstructured way?
 - a. quantitative research
 - b. qualitative research
 - c. preliminary research
 - d. secondary research

9. A consumer research study analyzes the factors predicting a consumer's likelihood to purchase a 3-D television, such as age, income, and stage of family life cycle. Data were collected from 3,000 consumers using a structured questionnaire. Which type of research does this represent?
 - a. qualitative
 - b. interpretive
 - c. quantitative
 - d. focused

10. Which statement is NOT true regarding quantitative research?
 - a. common purpose is to test hypotheses or specific research questions
 - b. structured response categories provided
 - c. samples are typically large to produce generalizable results
 - d. results are subjective

11. Which of the following is an internal influence on consumer value?
 - a. costs
 - b. learning
 - c. social class
 - d. family

12. Samantha tracks detailed information about customers so more customer-oriented decisions can be made, hopefully leading to longer-lasting relationships with customers. What is Samantha involved in?
 - a. customer relationship management
 - b. consumer value management
 - c. quality management
 - d. internal marketing management

13. Hannah believes that Mac computers are better than Windows-based computers because they are not as vulnerable to computer viruses. Which psychological element is represented by Hannah's thinking or mental process?
 - a. affect
 - b. lifestyle
 - c. individual differences
 - d. cognition

14. Every Disney employee is thought of and trained to be a host or hostess with the express goal of making sure all guests feel good when they are there. Which of the following refers to the feelings that visitors experience while they are at Disney and long after they've left?
 - a. affect
 - b. internalization
 - c. environment
 - d. satisfaction

15. It's the day before Christmas and Mark has not even started shopping for gifts for his family. He rushes to the mall and buys the first things he sees. Which of the following is likely having the greatest impact on Mark's behaviour?
 - a. social influences
 - b. situational influences
 - c. socio-environmental factors
 - d. hedonic factors

16. Josh needed new soccer cleats, so he visited several stores to find the right ones. He purchased a pair from Soccer Locker and was satisfied that his needs were met. Which type of value did Josh receive?
 - a. end-state value
 - b. hedonic value
 - c. terminal value
 - d. utilitarian value

17. Black & Decker is well known for power tools. However, if the company thinks of itself merely as a power tool company instead of a company that delivers the benefits users want, such as cut materials or holes in materials, it could be taking a short-sighted focus of its business. If a technologically advanced device is developed that could replace the need for power tools to deliver those benefits, this company could go out of business. What would Black & Decker be said to suffer from if this occurs?
 - a. brain drain
 - b. cognitive dissonance
 - c. marketing disconnect
 - d. marketing myopia

18. Kyle purchased a Macbook Pro and an extended warranty. He also purchased one-on-one training to learn how to use the computer. What is Kyle's purchase an example of?
 - a. augmented product
 - b. complete product
 - c. extended product
 - d. segmented product

19. A cosmetics manufacturer was looking at a graphical display of how women perceived different brands of cosmetics and was dismayed to learn that its brand was clustered with brands that are targeted toward older women, not the younger women the marketer was trying to reach. Which graphical depiction of the positioning of competing brands was the marketer using?
- perceptual map
 - competitive matrix
 - competitive array
 - positioning plot
20. Which of the following represents the overall approximate worth of a customer to a company in economic terms?
- net present value (NPV)
 - customer lifetime value (CLV)
 - customer present value (CPV)
 - customer future value (CFV)
21. Many store brand packages look similar to national name brand packages. This is done with the hope that consumers' awareness of and interpretation of the package design might lead them to think the less expensive store brand is just as good as the more expensive name brand. What are marketers attempting to influence within consumers in such cases?
- exposure
 - perception
 - schemata
 - explicit memory
22. The cost for a 30-second advertising slot on the Super Bowl was \$3.5 million in 2012, and that's on top of the costs to produce the commercial. Advertisers are spending \$3.5 million to activate which aspect of the consumer perception process?
- attention
 - comprehension
 - affect
 - exposure
23. Maria is travelling through Europe but doesn't speak any of the languages in the countries she's visiting. When she looks at signs and menus, she tries to sort the words into something recognizable so she might understand them. What is this process called?
- cognitive organization
 - sensory assimilation
 - selective perception
 - sensory comprehension
24. When consumers attempt to organize information, which reactions may occur?
- sensing, perception, or attention
 - assimilation, accommodation, or contrast
 - enculturation, acculturation, or extinction
 - marginalization, internalization, or externalization

25. On your way to school or work today, you passed by many billboards and there likely were many advertisements on the radio, but you only saw or heard a few of them. In terms of selective perception, which of the following does this represent?
- selective exposure
 - selective reaction
 - selective processing
 - selective assimilation
26. What occurs in the process of selective distortion?
- marketers manipulate information to influence consumers
 - consumers form opinions about one brand over another based on the information provided by marketers
 - marketers determine the minimum strength of stimulus necessary to influence a consumer
 - consumers interpret information in ways that are biased by their previously held beliefs
27. Which concept represents how much stronger one stimulus has to be relative to another so that someone can notice the two are not the same?
- just meaningful difference (JMD)
 - just noticeable difference (JND)
 - conditioned difference
 - incremental difference
28. Which type of memory is exhibited by a student who tries to remember all the definitions, goes over the textbook and notes, and answers the questions at the end of each chapter while studying for a test?
- explicit memory
 - implicit memory
 - intentional memory
 - attentive memory
29. Daysha was watching a movie when she noticed branded products being shown conspicuously, such as the main character driving a BMW and drinking a Coca-Cola. Later the character's Apple computer was delivered via UPS. These are examples of which of the following?
- subliminal persuasion
 - pre-attentive persuasion
 - intentional placement
 - product placement
30. Barry is really interested in wine, so he is likely to pay attention to advertisements and articles about this product. That's because knowing more about this product is very relevant to him. Which of the following factors will most likely cause Barry to pay attention to a wine advertisement?
- intense stimuli
 - contrast
 - involvement
 - surprising stimuli

31. What occurs when consumers read an advertisement for a clothing store and believe they will get 50% off the purchase of a second item of equal or lesser value?
- elaboration
 - affect referral
 - cognitive signalling
 - comprehension
32. Which of the following is an environmental characteristic affecting consumer comprehension?
- figure-ground
 - involvement
 - framing
 - physical limits
33. What message source characteristic is Koodo Mobile using when they use the character El Tabador, an animated masked Mexican wrestler, to help promote their product?
- likeability
 - trustworthiness
 - attractiveness
 - expertise
34. Which two message source characteristics do consumers associate with credibility?
- likeability and attractiveness
 - attractiveness and expertise
 - trustworthiness and likeability
 - expertise and trustworthiness
35. Some advertisements for prescription drugs use doctors as their spokesperson. Consumers perceive these doctors to have a substantial amount of knowledge about health. Which source characteristic does this represent?
- expertise
 - congruity
 - likeability
 - priming
36. A glass filled halfway can be presented as “half-full” or “half-empty.” What is this an example of?
- positioning
 - framing
 - congruity
 - prospecting
37. Which process occurs when pre-existing knowledge is used to assist in storing new information?
- repetition
 - dual coding
 - meaningful encoding
 - chunking

38. What is the term for a network of mental pathways linking knowledge within memory?
- connected network
 - associative network
 - mental network
 - knowledge network
39. Which type of associative network works as a cognitive representation of a phenomenon that provides meaning to that entity?
- association
 - exemplar
 - schema
 - prototype
40. Coca-Cola is the notion within a soft drink schema that is the single best representation of that category. What does Coca-Cola represent within the soft drink product category?
- avatar
 - script
 - frame
 - exemplar
41. Allen hired a tutor because he wanted to improve his grade in his marketing class and increase his chances for getting a bursary. What do these reasons represent in Allen's decision to get a tutor?
- motivations
 - attitude
 - schema
 - homeostasis
42. Melanie exercises almost every day. She is motivated by changing her current state of fitness to one that is much higher. Which group of motivation behaviour does this describe?
- self-improvement
 - homeostasis
 - self-actualization
 - hierarchy of effects
43. Which of the following is NOT a type of involvement?
- product involvement
 - shopping involvement
 - utilitarian involvement
 - situational involvement
44. Claire has a collection of more than 1,000 snow globes from around the world. For most of her adult life, she has had an interest in this product and finds it personally gratifying when she learns about the product and acquires a new one for her collection. She especially likes to attend "globe swaps" where other enthusiasts like herself gather to trade snow globes and share stories. Which type of involvement is Claire demonstrating?
- enduring involvement
 - permanent involvement
 - long-term involvement
 - situational involvement

45. Danny woke up kind of grumpy one morning and was snapping at the people around him. Fortunately, he didn't stay like that and ended up having a pretty good day and getting along with everyone. Which of the following likely influenced Danny's behaviour?
- equity appraisal
 - congruity
 - involvement
 - mood
46. PANAS and PAD are examples of which measures of consumer emotions?
- autonomic
 - introspective
 - physiological
 - self-report
47. Which term is used to capture one's awareness of the emotions experienced in a situation and the ability to control reactions to these emotions?
- emotional expressiveness
 - emotional intelligence
 - emotional contagion
 - emotional assessment
48. Which expression refers to relatively superior recall for information presented with mild affective content compared to similar information presented in an effectively neutral way?
- "emotional effect on memory"
 - "pleasure-arousal-dominance"
 - "schema-based affect"
 - "positive-affect-negative-affect"
49. Some employees carefully manage their appearance as a requisite for performing their job well. What is the term for this kind of effort by these employees?
- emotional labour
 - emotional contagion
 - schema-based affect
 - aesthetic labour
50. Holly is a flight attendant on international flights. Sometimes she is just plain tired and grumpy, but she has to remain kind, helpful, and upbeat on her job. What is the term for Holly's overt management of her own emotional display as part of the requirements of her job?
- emotional flow
 - emotional labour
 - emotional contagion
 - emotional fabrication

Quiz – 2

1. Jenny is shy and often afraid to speak to other people. She would rather read a book than interact with others. Sometimes she's sad, though, because she would like to be a little more outgoing. What is the term for these thoughts, emotions, and behaviours Jenny exhibits consistently?
 - a. self-worth
 - b. personality
 - c. individuality
 - d. trait
2. According to the psychoanalytic approach to personality, which personality element focuses on pleasure seeking and immediate gratification?
 - a. id
 - b. ego
 - c. superego
 - d. actual self
3. Stan wants to drink more beer to get really drunk, but part of his personality is stopping him because he knows that this is not socially acceptable behaviour. According to the psychoanalytic approach to personality, which element of his personality is motivating him to match societal norms and expectations?
 - a. id
 - b. ego
 - c. superego
 - d. social self
4. What is the term for a distinguishable characteristic that describes one's tendency to act in a relatively consistent manner?
 - a. trait
 - b. self-concept
 - c. proneness
 - d. consciousness
5. Bob plays videogames all the time. He's not satisfied until he "beats" his online buddies in a game. This behaviour implies that Bob is high on which trait?
 - a. compulsiveness
 - b. materialism
 - c. competitiveness
 - d. need for cognition
6. When Honda first introduced the Odyssey, its offering in the mini-van category, it was promoted as "the Honda of mini-vans." Honda was building upon of its reputation for marketing reliable and dependable automobiles. Which brand personality dimension does this illustrate?
 - a. excitement
 - b. competence
 - c. sophistication
 - d. sincerity
7. AIO statements are used to gain an understanding of consumers. What does AIO stand for?
 - a. attitudes, introversion, and openness
 - b. attitudes, interactions, and openness
 - c. activities, interactions, and opposition
 - d. activities, interests, and opinions

8. Mary thinks of herself as a warm, caring person. She is happy with herself and believes others like her. Which of the following comprises these thoughts and feelings Mary has about herself?
 - a. self-meaning
 - b. image perception
 - c. total self
 - d. self-concept

9. What is the term for relatively enduring overall evaluations of objects, products, services, issues, or people?
 - a. beliefs
 - b. attitudes
 - c. cognitions
 - d. intentions

10. Which component of attitude is exemplified by the statement “Volvos are safe automobiles”?
 - a. Affective
 - b. Behaviour
 - c. Cognitive
 - d. Practical

11. Ryan has a “Free Tibet” bumper sticker on his car because he feels so strongly about this issue. Which function of attitudes does this represent?
 - a. political function
 - b. knowledge function
 - c. value-expressive function
 - d. ego-defensive function

12. Maria likes reputed brands of clothing and other products that enhance her self-image. Which function of attitudes does this preference represent?
 - a. ego-defensive function
 - b. hedonic function
 - c. utilitarian function
 - d. self-actualization function

13. Salespeople are trained to assess a potential customer’s attitude toward their company’s offerings and to attempt to change this attitude if it is not positive. Salespeople are taught several techniques in their training that can help them accomplish this attitude change. What is the term for a salesperson’s attempt to change a prospective buyer’s attitude?
 - a. persuasion
 - b. manipulation
 - c. conversion
 - d. closing

14. According to social judgment theory, where does the attitude toward the product fall when an advertising message is very different from a consumer’s initial attitude toward the product?
 - a. latitude of acceptance
 - b. central route
 - c. latitude of rejection
 - d. peripheral range

15. According to social judgment theory, what occurs when an incoming message falls within the latitude of acceptance?
 - a. enculturation
 - b. contrast effect
 - c. assimilation
 - d. acculturation

16. Which of the following is NOT considered a source effect that might influence consumers' attitudes?
 - a. credibility
 - b. likeability
 - c. relevancy
 - d. attractiveness

17. What is the term for penalties associated with performing a nongratifying or culturally inconsistent behaviour?
 - a. cultural sanctions
 - b. cultural punishments
 - c. cultural sentences
 - d. cultural penance

18. Jamal lives with his two brothers, their wives and children, and his parents. In his country, each family is expected to take care of other family members. Which of the following best describes Jamal's culture?
 - a. pluralism
 - b. collectivism
 - c. interdependence
 - d. self-reliance

19. The 2011 Chinese New Year was the year of the rabbit. So, many Chinese consumers purchased bunnies as pets, thinking they would bring luck and prosperity to them. Cultures in which superstitions and myths play a big role tend to be high on which CSV dimension?
 - a. femininity
 - b. power distance
 - c. short-term orientation
 - d. uncertainty avoidance

20. Theo is looking at how different one nation can be from another in terms of their CSVs and has learned that Canada is very similar to Australia and the United Kingdom. What concept provides the basis for the approach Theo is using?
 - a. cultural distance
 - b. social distance
 - c. geographic distance
 - d. cultural differentiation

21. Carmen is a little girl who is learning her culture from observations in her everyday experiences. She acts the way she sees her parents and siblings and friends at school act. What process is Carmen using?
 - a. socialization
 - b. sanctification
 - c. dissemination
 - d. cultural embedding

22. John's Canadian law firm transferred him to their office in Beijing, China for three years. During that time, John came to learn the Chinese culture. What is the term for the process by which John learned this new culture?
- acculturation
 - enculturation
 - expatriation
 - elaboration
23. What is the term for the way that a person learns his or her native culture?
- acculturation
 - enculturation
 - manipulation
 - elaboration
24. Coca-Cola markets its product using the same strategy worldwide, but makes changes when implementing the marketing tactics to reflect the local culture, such as the ethnicity of the people in the ads and the music used in jingles. What is this an example of?
- imperialism
 - glocalization
 - cultural distance
 - acculturation
25. Randy and Cindy are both professionals in the same field and were planning on attending a conference together. However, their 2-year-old daughter got ill, so Randy stayed home to take care of her while Cindy attended the conference. They decided that Cindy should go because she had more responsibilities in the professional organization. When others asked where Randy was, she told them that he stayed home with their sick daughter. People asked why she didn't stay home instead because, after all, she was the mother. What did Cindy most likely feel due to these competing expectations between being a mother and being a professional?
- divergence
 - role conflict
 - cognitive dissonance
 - stigmatization
26. What is the term for the phenomenon in which consumers choose membership in microcultures in an effort to stand out or define themselves from the crowd?
- assimilation
 - acculturation
 - divergence
 - stratification
27. In which area will the world teen culture have the most in common with each other?
- video games
 - religious beliefs
 - cosmetic brands
 - political ideas
28. Which term describes a group of people who have lived the same major experiences in their lives?
- cohort
 - strata
 - reference group
 - schema

29. Karen is 40 years old and grew up during turbulent economic and political times. She considers herself to be self-reliant, independent, and a little cynical. Which generation microculture is she a part of?
- Generation X
 - Millennials
 - Baby Boomers
 - Greatest Generation
30. Which sociological term is used to refer to the finding that most marriages comprise people from similar classes?
- polygamy
 - monogamy
 - habitus
 - homogamy
31. Cheryl drives a BMW and wears designer clothing and Rolex watches, all of which are very expensive. She uses these products to let others know she is from the upper class. What do these products represent in this example?
- status symbols
 - signalling products
 - beacons
 - symbolic products
32. Canebrake is a neighbourhood in which most families have household incomes over \$100,000 and include at least one professional in the household, such as a doctor, lawyer, banker, or business owner. The fact that people of similar socioeconomic status tend to live in this neighbourhood is an example of which of the following?
- geodemographics
 - cluster demographics
 - flocking theory
 - psychographics
33. Members of the Canadian Marketing Association know each other professionally and meet once a year at the CMA Summit. Some members work on research together, but most do not see each other any other times except for during this conference. Which type of group is the Canadian Marketing Association for its members?
- primary group
 - secondary group
 - tangential group
 - distant group
34. Adam is a Jeep owner who spends weekends on adventures with other Jeep owners. The events bring the enthusiasts together to experience off-road fun with their Jeeps. What is this an example of?
- primary group
 - peer community
 - referent group
 - brand community
35. Rotary is an international organization which focuses on community service. The membership is made up of business and community leaders and all must abide by the Rotary Code of Conduct. Which type of group is Rotary?
- primary group
 - peer group
 - associative group
 - formal group

36. Connor is preparing to take the Certified Public Accountants (CPA) exam. He has spent five years in university and now wants to be accepted into this group of professional accountants. For Connor, what type of group is the CPA?
- primary group
 - aspirational group
 - associative group
 - ideal group
37. Derrick does not want to be part of the environmentalist movement and wants nothing to do with the groups associated with it. To Derrick, groups like the Sierra Club, which is an environmentalist group, are which type of group?
- formal group
 - aspirational group
 - dissociative group
 - alien group
38. Zack is a teenager at a party with his friends who are drinking, and they are insisting that he drinks as well. What is Zack experiencing?
- peer pressure
 - expert power
 - peer persuasion
 - coercive persuasion
39. Harold and his wife were going through a messy divorce, and Harold's lawyer told him he should not drink any alcohol until after the divorce was final. Harold did what his lawyer said and did not consume alcohol at all. What type of power did Harold's lawyer possess?
- referent power
 - legitimate power
 - expert power
 - coercive power
40. Beth and her girlfriends are 13 years old and are discovering make-up. They talk to each other about the different products and brands that they've tried. They love to talk about this and share their experiences with each other. Which type of word-of-mouth does this represent?
- primary
 - organic
 - unscripted
 - amplified
41. Alice is a consumer who spreads information about all types of products and services that are available in the marketplace. Her friends seek her advice on just about anything that has to do with shopping for products or services because she seems to know a lot about many different product categories, not just one specific one. Which of the following best describes Alice?
- product adopter
 - opinion leader
 - market maven
 - buzz marketer

42. Susan's daughter's birthday party is about to start in an hour and Susan is still at the store buying party favours and decorations. She really wanted this party to be special for her daughter, but she didn't have time to shop around for the perfect items so she purchased what was available. Which temporal factor is influencing Susan's purchase?
- circadian rhythm
 - seasonality
 - time pressure
 - time of day
43. The leaves are budding and flowers are starting to bloom. It's that time of year when people start working outside in their yards, and home improvement stores and nurseries start selling annuals for flower beds. Which temporal factor is influencing these purchases?
- circadian cycle
 - planting cycle
 - climatic conditions
 - seasonality
44. Marian's shopping activities are focused on purchasing new shoes for her son. Which type of shopping is Marian doing?
- acquisitional shopping
 - epistemic shopping
 - experiential shopping
 - hedonic shopping
45. Jim and his wife went to Best Buy to learn about HDTVs. They are not ready to purchase one yet, and they just want to acquire more knowledge about this product. Which type of shopping activity is this?
- acquisitional shopping
 - epistemic shopping
 - experiential shopping
 - informational shopping
46. Claire and her friends go to the mall every weekend. They really don't purchase much, but they like the recreation the outing provides. Which type of shopping activity is this?
- acquisitional shopping
 - epistemic shopping
 - experiential shopping
 - impulsive shopping
47. Melanie went to the mall to purchase a gift for her mother for Mother's Day and ended up buying new makeup for herself as well as perfume for her mother. She didn't intend to purchase the makeup, but the salesperson was so nice and suggested new makeup for her. In addition to acquiring the gift for her mother, which other type of shopping did Melanie engage in?
- epistemic shopping
 - impulsive shopping
 - utilitarian shopping
 - affective shopping
48. Cindy loves to shop, especially for gifts for family and friends because it is personally gratifying. Which type of shopping value does Cindy receive?
- utilitarian shopping value
 - hedonic shopping value
 - experiential shopping value
 - complete shopping value

49. Anthropologie is a retail store targeted toward women and offers trendy clothing and housewares. The stores are different from other stores and are designed to give the perception that the store is hip and unique, just like its shoppers. The goal is to create an emotionally rewarding environment in an attempt to produce high hedonic shopping value, which is an example of positioning around which type of quality?
- a. utilitarian quality
 - b. affective quality
 - c. perceptual quality
 - d. personal quality
50. When Timothy goes to the store, he has one goal in mind and that is to buy what he came to buy and not let other things in the store interfere with his shopping intentions. Which of the following best describes Timothy?
- a. impulse-oriented
 - b. action-oriented
 - c. state-oriented
 - d. task-oriented

Quiz – 3

1. When does the consumer decision-making process begin?
 - a. when the consumer realizes that he or she has a need
 - b. when the consumer searches for information
 - c. when value is derived
 - d. when costs and benefits are analyzed

2. Which type of value is often a focus in the experiential decision-making perspective?
 - a. immediate
 - b. utilitarian
 - c. hedonic
 - d. rational

3. Hal is considering purchasing a hybrid automobile because he wants better gas mileage and to help save the environment. However, he is concerned that the car might not be as good as expected. Which type of risk is Hal considering?
 - a. financial risk
 - b. physical risk
 - c. performance risk
 - d. social risk

4. Some consumers won't purchase certain brands of automobiles, such as BMW, Mercedes, Acura, or Lexus, because there is no dealership in their town to get service for their vehicles. In some cases, they would have to drive for several hours to the closest dealership. Which type of risk is most likely influencing the decision not to purchase one of these brands?
 - a. financial risk
 - b. performance risk
 - c. time risk
 - d. social risk

5. On her weekly grocery shopping trips, Anna buys Tropicana orange juice for her family. She doesn't seek information at all when she realizes they need juice, and her choice is based on habit. Which type of decision making is Anna using for this product?
 - a. limited decision making
 - b. habitual decision making
 - c. automatic decision making
 - d. family decision making

6. A consumer has had a car for ten years and he thinks it's getting old. Which state does this describe in regard to this consumer's automobile?
 - a. ideal state
 - b. personal state
 - c. current state
 - d. actual state

7. When consumers make a decision regarding which laptop computer to purchase, they consider things such as hard disk size, speed, weight, screen size, and so on and the benefits received from each of these features. Which part of the evaluation of alternatives process do these attributes, features, and benefits make up?
- evaluative criteria
 - choice criteria
 - consideration set
 - evaluative set
8. Hans is considering three criteria when selecting a laptop computer: weight, memory, and speed. What is the term for the evaluative criteria that are related to his actual choice?
- primary criteria
 - performance criteria
 - consideration criteria
 - determinant criteria
9. Jane purchased her car just based on the fact that she liked it. She didn't spend any time looking at the specific features compared to other brands when deciding to purchase the car. Which type of evaluation process did Jane use?
- attribute-based
 - affect-based
 - feature-based
 - benefit-based
10. Diet Coke is a brand of soft drink. Which level of product category is this an example of?
- secondary
 - tertiary
 - subordinate
 - superordinate
11. Size, shape, colour, and price are all examples of which type of attributes?
- elementary
 - perceptual
 - objective
 - primary
12. It's difficult for consumers to assess the quality of a product just by looking at it. Oftentimes, consumers must use a product to determine the quality level, and even then it is still sometimes difficult to determine the quality. Quality is best described as which type of attribute?
- search attribute
 - underlying attribute
 - secondary attribute
 - subordinate attribute

13. A family had dinner at the Keg, a chain of steak restaurants. They all commented that they enjoyed the restaurant and thought the food was good. Which of the following best describes their consumption outcome?
- elation
 - hope
 - expectation
 - satisfaction
14. According to the expectancy/disconfirmation theory, what occurs when performance perceptions are more positive than expected?
- positive disconfirmation
 - negative disconfirmation
 - confirmation
 - positive expectation
15. Which of the following is NOT a type of expectations?
- equitable expectations
 - normative expectations
 - ideal expectations
 - perceptual expectations
16. Ken is buying a new car next week and he expects that he will get a good deal and that driving the car will be fun. What type of expectations does Ken have?
- realistic expectations
 - predictive expectations
 - ideal expectations
 - normative expectations
17. James purchased a Honda Accord and expects that he will like it just as much as he did his previous Honda Accord. Which type of expectations is James experiencing?
- realistic expectations
 - quality expectations
 - confirmational expectations
 - normative expectations
18. Many consumer researchers advocate a theory that proposes that consumers cognitively compare their own level of inputs and outcomes to those of another party in an exchange. Which theory are these researchers advocating?
- attribution theory
 - expectancy/disconfirmation theory
 - equity theory
 - elaboration likelihood theory

19. Joe was not satisfied with his meal or the service at a restaurant, so he told the manager about it. Which type of post-consumption behaviour did Joe perform?
- switching
 - disconfirming
 - complaining
 - attributing
20. What is a consumer who yells, insults, and makes a public scene in an effort to harm a business after receiving poor service engaging in?
- retaliatory revenge
 - rancorous revenge
 - negative public publicity
 - negative word-of-mouth
21. Holly was so pleased with the service she received at a new spa in her neighbourhood that she told many of her friends about her experience. What is Holly's behaviour an example of?
- Confirmation
 - Satisfaction
 - positive word-of-mouth
 - Loyalty
22. Many consumers who do online banking are reluctant to change banks because of the effort it would take to change automatic payments and online payments. The "cost" to change includes the time and effort it would take to cancel old payments and set up new ones as well as the potential for missing a payment. What do these "costs" represent?
- opportunity costs
 - switching costs
 - barrier costs
 - contributory costs
23. Brian really likes his Nike athletic shoes and clothing. He feels a sense of attachment, dedication, and identification with this brand. Which of the following is Brian exhibiting?
- customer inertia
 - customer community
 - customer confirmation
 - customer commitment
24. Stan has not stepped foot in a Walmart store in more than ten years, and he will do everything possible to avoid going to that store. Which type of consumer is Stan in this example?
- anti-loyal
 - Renegade
 - Vigilante
 - Apathetic
25. Henry is faced with an ethical decision and asks himself, "Is this action 'right'?" Which type of evaluation does this illustrate?

- a. Relativistic
- b. Deontological
- c. Ontological
- d. Teleological

26. Which of the following is NOT a major issue considered with teleological evaluations?

- a. The perceived consequences of the actions for various stakeholders.
- b. The probability that the consequences will occur.
- c. The desirability of the consequences for the stakeholders.
- d. The perception of how others would act in the situation.

27. Many consumers illegally download music and movies from the Internet because they perceive a low risk of getting caught. This is an example of which motivation of misbehaviour?

- a. unfulfilled aspirations
- b. thrill-seeking
- c. differential association
- d. Opportunism

28. Which of the following is an example of consumer misbehaviour?

- a. compulsive consumption
- b. eating disorders
- c. binge drinking
- d. Fraud

29. A toy company has found out that its new stuffed animal the “Sophie Monkey” is going to be the hit of the holiday season. To further increase its profit the company has decided to limit the quantity in certain areas so it can raise the price. Which part of the marketing mix is being used unethically?

- a. Product
- b. Place
- c. Price
- d. Promotion

30. Procter & Gamble, the maker of Tide laundry detergent, sets up mobile stations, called Loads of Hope, where people stricken by natural disasters such as hurricane Katrina can wash their clothing. This is an example of which type of corporate social responsibility?

- a. ethical duties
- b. altruistic duties
- c. social duties
- d. secondary duties

1Answers:

- | | | | |
|-------|-------|-------|-------|
| 1. D | 14. A | 27. B | 40. D |
| 2. A | 15. B | 28. A | 41. A |
| 3. C | 16. D | 29. D | 42. A |
| 4. B | 17. D | 30. C | 43. C |
| 5. A | 18. A | 31. D | 44. A |
| 6. B | 19. A | 32. C | 45. D |
| 7. B | 20. B | 33. A | 46. D |
| 8. B | 21. B | 34. D | 47. B |
| 9. C | 22. D | 35. A | 48. A |
| 10. D | 23. A | 36. B | 49. D |
| 11. B | 24. B | 37. C | 50. B |
| 12. A | 25. A | 38. B | |
| 13. D | 26. D | 39. C | |
| 51. | | | |

2Answers:

- | | | | |
|-------|-------|-------|-------|
| 1. B | 14. C | 27. A | 40. B |
| 2. A | 15. C | 28. A | 41. C |
| 3. C | 16. C | 29. A | 42. C |
| 4. A | 17. A | 30. D | 43. D |
| 5. C | 18. B | 31. A | 44. A |
| 6. B | 19. D | 32. A | 45. B |
| 7. D | 20. A | 33. B | 46. C |
| 8. D | 21. A | 34. D | 47. B |
| 9. B | 22. A | 35. D | 48. B |
| 10. C | 23. B | 36. B | 49. B |
| 11. C | 24. B | 37. C | 50. B |
| 12. A | 25. B | 38. A | |
| 13. A | 26. C | 39. C | |

3Answers:

- | | | | |
|------|-------|-------|-------|
| 1. A | 9. B | 17. D | 25. B |
| 2. C | 10. C | 18. C | 26. D |
| 3. C | 11. B | 19. C | 27. D |
| 4. C | 12. B | 20. B | 28. D |
| 5. B | 13. D | 21. C | 29. B |
| 6. D | 14. A | 22. B | 30. B |
| 7. A | 15. D | 23. D | |
| 8. D | 16. B | 24. A | |