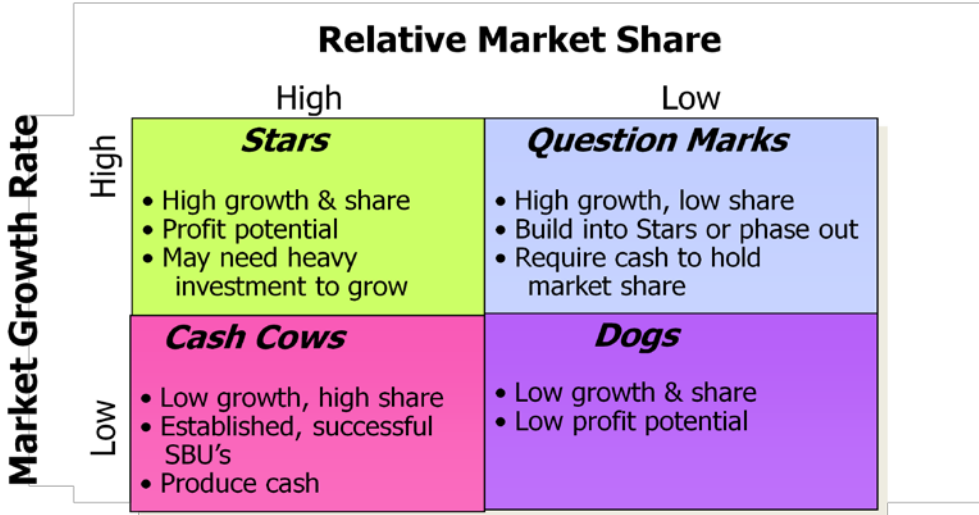


Answers of the multiple choice questions in this sample midterm exam are ALL "a".

28. Explain BCG Growth Share Matrix and proper strategies associated with each cell in this matrix. (6 marks)

Answer:



29. Explain how selective attention, selective distortion, and selective retention differ. (6 marks)

- **Selective attention** is the tendency for people to screen out most of the information to which they are exposed
- **Selective distortion** is the tendency for people to interpret information in a way that will support what they already believe
- **Selective retention** is the tendency to remember good points made about a brand they favor and forget good points about competing brands

30. "Secondary data is cheaper than primary data." Do you AGREE or DISAGREE with this statement? Explain your answer. (6 marks)

* The answer should be including, not limited to, explanation of general cost level of two types of data, investigation on why one data is more costly than the other (in general or in cases, depending upon your answer), and descriptions about examples of when one type of data is more costly than the other.