

02 Customer Behavior

1. Customers go through predictable stages when they make a purchase.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Easy
REFERENCES: Page 13
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: The Three Phases of the Purchase Process
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Knowledge of human behavior & society

2. Marketers can create desires in people that they didn't previously have.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Moderate
REFERENCES: Page 13
NATIONAL STANDARDS: United States - BUSPROG Communication
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: The Three Phases of the Purchase Process
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Knowledge of human behavior & society

3. A new MBA student and a recently promoted corporate executive will typically have the same wants.

- a. True
- b. False

ANSWER: False
DIFFICULTY: Challenging
REFERENCES: Page 13
NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: The Three Phases of the Purchase Process
KEYWORDS: Bloom's: Application
OTHER: MBA: Knowledge of human behavior & society

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4. During the purchase phase, a consumer will consider all brands available in the market.
- True
 - False

ANSWER: False
DIFFICULTY: Moderate
REFERENCES: Page 13
NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: The Three Phases of the Purchase Process
KEYWORDS: Bloom's: Comprehension
OTHER: MBA: Knowledge of human behavior & society

5. The pre-purchase phase includes identifying the need or want, searching possible solutions, and building a consideration set.
- True
 - False

ANSWER: True
DIFFICULTY: Easy
REFERENCES: Page 13
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy
TOPICS: The Three Phases of the Purchase Process
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Knowledge of General Business Functions

6. During the purchase phase, the consumer might ask himself, "What attributes don't I care about, and therefore will not pay high prices?"
- True
 - False

ANSWER: True
DIFFICULTY: Challenging
REFERENCES: Page 13
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: The Three Phases of the Purchase Process
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Knowledge of human behavior & society

02 Customer Behavior

7. During the purchase phase, the consumer will ask herself, “Will I tell my friends what a great brand I’ve found?”
- True
 - False

ANSWER: False
DIFFICULTY: Moderate
REFERENCES: Page 13
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: The Three Phases of the Purchase Process
KEYWORDS: Bloom's: Comprehension
OTHER: MBA: Knowledge of human behavior & society

8. Whether the buyer is a consumer or a business, the phases of the buying process itself is the same.
- True
 - False

ANSWER: True
DIFFICULTY: Challenging
REFERENCES: Page 13
NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: The Three Phases of the Purchase Process
KEYWORDS: Bloom's: Comprehension
OTHER: MBA: Knowledge of human behavior & society

9. John is a buying agent for Starbucks because he buys supplies on behalf of Starbucks.
- True
 - False

ANSWER: True
DIFFICULTY: Easy
REFERENCES: Page 13
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: The Three Phases of the Purchase Process
KEYWORDS: Bloom's: Application
OTHER: MBA: Managing Strategy & Innovation

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10. Going out to buy bread is the type of purchase that requires some thought or planning ahead of time.

- a. True
- b. False

ANSWER: False
DIFFICULTY: Moderate
REFERENCES: Page 13
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: There are Different Kinds of Purchases
KEYWORDS: Bloom's: Application
OTHER: MBA: Knowledge of Media Communications & Delivery

11. All purchases are the same.

- a. True
- b. False

ANSWER: False
DIFFICULTY: Easy
REFERENCES: Page 13
NATIONAL STANDARDS: United States - BUSPROG Communication
LOCAL STANDARDS: United States - OH - Default City - DISC: Promotion
TOPICS: There are Different Kinds of Purchases
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Managing Decision-Making Processes

12. An example of a specialty purchase would be a new smartphone.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Easy
REFERENCES: Page 13
NATIONAL STANDARDS: United States - BUSPROG Communication
LOCAL STANDARDS: United States - OH - Default City - DISC: Promotion
TOPICS: There are Different Kinds of Purchases
KEYWORDS: Bloom's: Application
OTHER: MBA: Knowledge of Media Communications & Delivery

02 Customer Behavior

13. An example of a modified rebuy is when the copier lease comes up and you want to try a different vendor.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Challenging
REFERENCES: Page 14
NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Product
TOPICS: There are Different Kinds of Purchases
KEYWORDS: Bloom's: Application
OTHER: MBA: Knowledge of Technology, Design, & Production

14. A high customer involvement B2C purchase is called a specialty purchase.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Challenging
REFERENCES: Page 14
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Product
TOPICS: There are Different Kinds of Purchases
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Managing Decision-Making Processes

15. During higher involvement purchases, we would expect customers to be more price sensitive.

- a. True
- b. False

ANSWER: False
DIFFICULTY: Moderate
REFERENCES: Page 16
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: There are Different Kinds of Purchases
KEYWORDS: Bloom's: Comprehension
OTHER: MBA: Managing Decision-Making Processes

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16. It's important for low-involvement products to be widely available so the customer can pick them up without thinking.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Easy
REFERENCES: Page 16
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: There are Different Kinds of Purchases
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Managing Decision-Making Processes

17. Consumers can be simple or complex.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Easy
REFERENCES: Page 16
NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: The Marketing Science of Customer Behavior
KEYWORDS: Bloom's: Comprehension
OTHER: MBA: Knowledge of human behavior & society

18. People are selective in their attention to environmental stimuli.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Moderate
REFERENCES: Page 16
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: Sensation and Perception
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Knowledge of human behavior & society

02 Customer Behavior

19. Colors do not have any cultural meaning.

- a. True
- b. False

ANSWER: False
DIFFICULTY: Easy
REFERENCES: Page 16
NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: Sensation and Perception
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Knowledge of General Business Functions

20. The sound of a Mac vs. a PC starting up is an example of how sound or music is important to marketers.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Challenging
REFERENCES: Page 17
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Research
TOPICS: Sensation and Perception
KEYWORDS: Bloom's: Application
OTHER: MBA: Operations Skills

21. Sight, sound, smell, taste, and touch are all used by marketers.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Moderate
REFERENCES: Page 17
NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: Sensation and Perception
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Knowledge of General Business Functions

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22. Marketers use subliminal advertising all the time because they know it works very well.

- a. True
- b. False

ANSWER: False

DIFFICULTY: Challenging

REFERENCES: Page 17

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Evaluation

OTHER: MBA: Knowledge of General Business Functions

23. An ad for dog treats on the side of the home page of dog.com is an example of perceptual fluency.

- a. True
- b. False

ANSWER: True

DIFFICULTY: Challenging

REFERENCES: Page 18

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Application

OTHER: MBA: Managing Administration & Control

24. Learning is when associations of sights or sounds get stored in short-term memory after many repetitions.

- a. True
- b. False

ANSWER: False

DIFFICULTY: Challenging

REFERENCES: Page 18

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy

TOPICS: Learning and Memory

KEYWORDS: Bloom's: Comprehension

OTHER: MBA: Knowledge of human behavior & society

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25. The jingle, “Two all-beef patties...” is an example of the use of operant conditioning.

- a. True
- b. False

ANSWER: False
DIFFICULTY: Easy
REFERENCES: Page 19
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: Learning and Memory
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Knowledge of human behavior & society

26. Operant conditioning relies on behavior that is positively reinforced.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Moderate
REFERENCES: Page 19
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy
TOPICS: Learning and Memory
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Knowledge of human behavior & society

27. Starbucks has a loyalty program that gives you a free drink after every 5 purchases. This is an example of a fixed ratio reinforcement schedule.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Challenging
REFERENCES: Page 19
NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: Learning and Memory
KEYWORDS: Bloom's: Application
OTHER: MBA: Knowledge of human behavior & society

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28. Marketer's use Abraham Maslow's hierarchy of needs by identifying their product with a certain level.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Easy
REFERENCES: Page 20
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: Motivation
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Managing Strategy & Innovation

29. Marketers use Maslow's hierarchy of needs to offer an extended brand line so the consumer can start high on the pyramid and work his way down.

- a. True
- b. False

ANSWER: False
DIFFICULTY: Moderate
REFERENCES: Page 20
NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: Motivation
KEYWORDS: Bloom's: Comprehension
OTHER: MBA: Managing Strategy & Innovation

30. Utilitarian vs. hedonic products means fulfilling needs vs. wants.

- a. True
- b. False

ANSWER: True
DIFFICULTY: Easy
REFERENCES: Page 21
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: Motivation
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Knowledge of Technology, Design, & Production

02 Customer Behavior

31. A risk-averse consumer may be an avid customer, very knowledgeable, an opinion leader, and they may wish to try the newest that the market has to offer.

- a. True
- b. False

ANSWER: False

DIFFICULTY: Easy

REFERENCES: Page 21

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Motivation

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Managing Strategy & Innovation

32. What motivates consumers is important to marketers.

- a. True
- b. False

ANSWER: True

DIFFICULTY: Moderate

REFERENCES: Page 21

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Attitudes and Decision Making

KEYWORDS: Bloom's: Comprehension

OTHER: MBA: Managing Strategy & Innovation

33. An example of importance weights are Mercedes are fast, they're nice to look at, and they're expensive.

- a. True
- b. False

ANSWER: False

DIFFICULTY: Moderate

REFERENCES: Page 21

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Attitudes and Decision Making

KEYWORDS: Bloom's: Application

OTHER: MBA: Managing Strategy & Innovation

02 Customer Behavior

34. When it comes to beliefs and importance weights, marketers try to strengthen positive attitudes about their brand through learning and appealing to consumer motivations that their brand satisfies the consumer's needs.

- a. True
- b. False

ANSWER: True

DIFFICULTY: Challenging

REFERENCES: Page 22

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Attitudes and Decision Making

KEYWORDS: Bloom's: Synthesis

OTHER: MBA: Managing Strategy & Innovation

35. When a consumer looks at the most important attribute of a brand first, and eliminates all brands that do not have this attribute, he is using a lexicographic approach.

- a. True
- b. False

ANSWER: True

DIFFICULTY: Challenging

REFERENCES: Page 22

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan

TOPICS: Attitudes and Decision Making

KEYWORDS: Bloom's: Comprehension

OTHER: MBA: Knowledge of human behavior & society

36. Some socio-cultural effects how consumers respond to brands are social class and age.

- a. True
- b. False

ANSWER: True

DIFFICULTY: Easy

REFERENCES: Page 22

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan

TOPICS: How Do Cultural Differences Affect Consumers' Behavior?

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of General Business Functions

02 Customer Behavior

37. Old monied people indulge in conspicuous consumption. For example buying a yellow Mustang to show off their wealth.
- a. True
 - b. False

ANSWER: False
DIFFICULTY: Challenging
REFERENCES: Page 22
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: How Do Cultural Differences Affect Consumers' Behavior?
KEYWORDS: Bloom's: Evaluation
OTHER: MBA: Knowledge of human behavior & society

38. The current trend in age-related marketing has to do with marketing more towards the older, baby-boomer generation.
- a. True
 - b. False

ANSWER: True
DIFFICULTY: Moderate
REFERENCES: Page 23
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: How Do Cultural Differences Affect Consumers' Behavior?
KEYWORDS: Bloom's: Comprehension
OTHER: MBA: Knowledge of General Business Functions

39. It's pretty simple to market for various ethnicities and countries since they have similar perspectives.
- a. True
 - b. False

ANSWER: False
DIFFICULTY: Easy
REFERENCES: Page 23
NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: How Do Cultural Differences Affect Consumers' Behavior?
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Knowledge of human behavior & society

02 Customer Behavior

40. Young women are the main buyers of luxury brands in South Korea.

- a. True
- b. False

ANSWER: True

DIFFICULTY: Easy

REFERENCES: Page 23

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan

TOPICS: How Do Cultural Differences Affect Consumers' Behavior?

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

41. During the ____ phase of the purchase process, the customer identifies that something is lacking.

- a. purchase
- b. pre-purchase
- c. post purchase
- d. preliminary

ANSWER: b

DIFFICULTY: Easy

REFERENCES: Page 13

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: The Three Phases of the Purchase Process

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Managing Strategy & Innovation

42. During the purchase phase for a new computer, Larry creates a _____ that includes Apple's Macbook Pro and Microsoft's Windows 7, but does not include Linux systems.
- a. mindset
 - b. purchase set
 - c. consideration set
 - d. list

ANSWER: c

DIFFICULTY: Moderate

REFERENCES: Page 13

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: The Three Phases of the Purchase Process

KEYWORDS: Bloom's: Application

OTHER: MBA: Managing Strategy & Innovation

43. Which phase of the purchase process generates word of mouth?
- a. customer evaluation
 - b. pre-purchase
 - c. purchase
 - d. post-purchase

ANSWER: d

DIFFICULTY: Challenging

REFERENCES: Page 13

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy

TOPICS: The Three Phases of the Purchase Process

KEYWORDS: Bloom's: Comprehension

OTHER: MBA: Operations Skills

02 Customer Behavior

44. Whether the buyer is a consumer or a business, the buying process is ____.

- a. consistent
- b. inconsistent
- c. exhausting
- d. simple

ANSWER: a

DIFFICULTY: Moderate

REFERENCES: Page 13

NATIONAL STANDARDS: United States - BUSPROG Communication

LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy

TOPICS: The Three Phases of the Purchase Process

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Operations Skills

45. A ____ item is something that is purchased without much thought before the purchase.

- a. quick
- b. specialty
- c. convenience
- d. shopping

ANSWER: c

DIFFICULTY: Easy

REFERENCES: Page 13

NATIONAL STANDARDS: United States - BUSPROG Communication

LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy

TOPICS: There are Different Kinds of Purchases

KEYWORDS: Bloom's: Comprehension

OTHER: MBA: Managing Decision-Making Processes

02 Customer Behavior

46. A straight rebuy, like when the office needs more paper, is common for ____ customers.
- a. B2B
 - b. B2C
 - c. C2B
 - d. C2C

ANSWER: a
DIFFICULTY: Challenging
REFERENCES: Page 14
NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Promotion
TOPICS: There are Different Kinds of Purchases
KEYWORDS: Bloom's: Application
OTHER: MBA: Managing Decision-Making Processes

47. The different types of purchases are different because _____.
- a. of the product itself
 - b. of differences in the mind of the customer
 - c. of customer attitudes
 - d. the price varies

ANSWER: b
DIFFICULTY: Challenging
REFERENCES: Page 14
NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy
TOPICS: There are Different Kinds of Purchases
KEYWORDS: Bloom's: Evaluation
OTHER: MBA: Managing Decision-Making Processes

02 Customer Behavior

48. Customer involvement is ____ on a B2C specialty purchase.

- a. very low
- b. low
- c. medium
- d. high

ANSWER: d

DIFFICULTY: Moderate

REFERENCES: Page 14

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy

TOPICS: There are Different Kinds of Purchases

KEYWORDS: Bloom's: Comprehension

OTHER: MBA: Knowledge of General Business Functions

49. A customer would be more price sensitive when buying gum than when buying ____.

- a. gasoline
- b. paper
- c. bananas
- d. a laptop

ANSWER: d

DIFFICULTY: Challenging

REFERENCES: Page 14

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy

TOPICS: There are Different Kinds of Purchases

KEYWORDS: Bloom's: Synthesis

OTHER: MBA: Knowledge of General Business Functions

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50. A customer loyalty program for high-involvement products would take the form of ____.
- a. brand communities
 - b. price discounts
 - c. buy one- get one free
 - d. social networks

ANSWER: a

DIFFICULTY: Moderate

REFERENCES: Page 16

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy

TOPICS: There are Different Kinds of Purchases

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of General Business Functions

51. Which products need to be widely available so the customer can pick them up without thinking?
- a. all products
 - b. medium-involvement products
 - c. low-involvement products
 - d. high-involvement products

ANSWER: c

DIFFICULTY: Easy

REFERENCES: Page 16

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy

TOPICS: There are Different Kinds of Purchases

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of General Business Functions

02 Customer Behavior

52. The promotion for a high-involvement purchase will have a lot more ____ associated with it.

- a. brand names
- b. information
- c. noise
- d. pictures

ANSWER: b

DIFFICULTY: Easy

REFERENCES: Page 16

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy

TOPICS: There are Different Kinds of Purchases

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of General Business Functions

53. If you are not in the market for a new house, you will most likely ____ ads for new houses.

- a. hear
- b. see
- c. ignore
- d. pay attention to

ANSWER: c

DIFFICULTY: Easy

REFERENCES: Page 16

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

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54. If a marketer wants a customer to have a higher motivation to learn more about a product, he should do what?
- a. create customer involvement
 - b. advertise more
 - c. lower prices
 - d. increase brand awareness

ANSWER: a

DIFFICULTY: Challenging

REFERENCES: Page 16

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Comprehension

OTHER: MBA: Knowledge of human behavior & society

55. Why is Dell's darker, deep blue color trademarked?
- a. it creates customer involvement
 - b. the blue color saves marriages
 - c. the blue color is pleasing to the eye
 - d. the blue color is well associated to Dell's brand

ANSWER: d

DIFFICULTY: Moderate

REFERENCES: Page 16

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Comprehension

OTHER: MBA: Knowledge of human behavior & society

02 Customer Behavior

56. Colors convey cultural meaning. In the U.S. brides wear white because it symbolizes ____.

- a. love
- b. passion
- c. danger
- d. purity

ANSWER: d

DIFFICULTY: Easy

REFERENCES: Page 16

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

57. What type of music should be played during an ad if a marketer wants consumers to spend more?

- a. energetic, with a quick tempo
- b. slow
- c. jazz
- d. classical

ANSWER: a

DIFFICULTY: Challenging

REFERENCES: Page 16

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

02 Customer Behavior

58. Why are consumers willing to spend so much more for a Harley over a Honda motorcycle?
- extra features on a Harley
 - the distinct sound of a Harley
 - Harley's are faster
 - use of better materials

ANSWER: b

DIFFICULTY: Challenging

REFERENCES: Page 17

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Application

OTHER: MBA: Knowledge of human behavior & society

59. Why do women who work the cosmetic counters in department stores wish to spray you?
- to get you to notice the name of the perfume
 - to get you to notice the packaging of the perfume
 - to appeal to your sense of smell, and make you remember the product
 - so you smell better

ANSWER: c

DIFFICULTY: Moderate

REFERENCES: Page 17

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Application

OTHER: MBA: Knowledge of human behavior & society

02 Customer Behavior

60. What is a classic marketing exercise that is used to declare that one's own product is superior to the market leader?
- blind smell tests
 - blind taste tests
 - advertising
 - blind feel tests

ANSWER: b

DIFFICULTY: Moderate

REFERENCES: Page 17

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Promotion

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Managing Decision-Making Processes

61. Creating well-designed products is the predominant way of conveying brand imagery through ____.
- smell
 - touch
 - sight
 - sound

ANSWER: b

DIFFICULTY: Easy

REFERENCES: Page 17

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Promotion

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Managing Decision-Making Processes

62. Which of the following is NOT an example of design?

- a. good ergonomics
- b. clean lines
- c. sensual experience
- d. pleasant smell

ANSWER: d

DIFFICULTY: Challenging

REFERENCES: Page 17

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Promotion

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Managing Decision-Making Processes

63. When an ad is shown for such a short time that doesn't meet the threshold of consciousness, it is called _____.

- a. fast
- b. liminal
- c. subliminal
- d. unconscious

ANSWER: c

DIFFICULTY: Moderate

REFERENCES: Page 17

NATIONAL STANDARDS: United States - BUSPROG Communication

LOCAL STANDARDS: United States - OH - Default City - DISC: Research

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Managing Decision-Making Processes

64. _____ is subtle phenomenon that uses colors and fonts to affect how the message feels.
- a. Sensory perception
 - b. Perceptual fluency
 - c. Subliminal messaging
 - d. Unconscious messaging

ANSWER: b

DIFFICULTY: Moderate

REFERENCES: Page 18

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Research

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Managing Decision-Making Processes

65. Sensory and perceptual impressions can become _____.
- a. brand associations
 - b. perceptual fluency
 - c. brand names
 - d. catch slogans

ANSWER: a

DIFFICULTY: Easy

REFERENCES: Page 18

NATIONAL STANDARDS: United States - BUSPROG Communication

LOCAL STANDARDS: United States - OH - Default City - DISC: Research

TOPICS: Learning and Memory

KEYWORDS: Bloom's: Comprehension

OTHER: MBA: Knowledge of human behavior & society

66. Learning is the process by which associations get past the sensory and perception stages into _____.

- a. brand associations
- b. perceptual fluency
- c. short-term memory
- d. long-term memory

ANSWER: d

DIFFICULTY: Moderate

REFERENCES: Page 18

NATIONAL STANDARDS: United States - BUSPROG Communication

LOCAL STANDARDS: United States - OH - Default City - DISC: Research

TOPICS: Learning and Memory

KEYWORDS: Bloom's: Comprehension

OTHER: MBA: Knowledge of human behavior & society

67. With repetition and elaboration, associations can get into _____.

- a. brand associations
- b. short-term memory
- c. brand names
- d. long-term memory

ANSWER: d

DIFFICULTY: Moderate

REFERENCES: Page 18

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Research

TOPICS: Learning and Memory

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

02 Customer Behavior

68. Ivan Pavlov and his salivating dogs is an example of what type of learning process?

- a. classical conditioning
- b. operant conditioning
- c. new age conditioning
- d. associative conditioning

ANSWER: a

DIFFICULTY: Challenging

REFERENCES: Page 18

NATIONAL STANDARDS: United States - BUSPROG Communication

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Learning and Memory

KEYWORDS: Bloom's: Application

OTHER: MBA: Knowledge of human behavior & society

69. Which of these is an example of stage 4 of classical conditioning?

- a. a bell rung in front of the dog initially elicits no response
- b. a food bowl placed in front of a dog naturally elicits its drool
- c. a bell rung in front of the dog elicits drool
- d. a bell rung while a food bowl is simultaneously placed in front of the dog elicits drool

ANSWER: c

DIFFICULTY: Challenging

REFERENCES: Page 18

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Learning and Memory

KEYWORDS: Bloom's: Application

OTHER: MBA: Knowledge of human behavior & society

02 Customer Behavior

70. Philip Morris recently changed their name to Altria ____.
- a. because of a merger
 - b. so they could remove the negative association with their name
 - c. restructure the company
 - d. simplify the brand

ANSWER: b

DIFFICULTY: Moderate

REFERENCES: Page 19

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Learning and Memory

KEYWORDS: Bloom's: Application

OTHER: MBA: Knowledge of human behavior & society

71. B.F. Skinner discovered ____ with his studies on pigeons pecking at a target to get a food pellet.
- a. classical conditioning
 - b. operant conditioning
 - c. new age conditioning
 - d. associative conditioning

ANSWER: b

DIFFICULTY: Easy

REFERENCES: Page 19

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Learning and Memory

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

72. Operant conditioning is based on _____.

- a. rewards
- b. neutral reinforcement
- c. positive reinforcement
- d. negative reinforcement

ANSWER: c

DIFFICULTY: Moderate

REFERENCES: Page 19

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Learning and Memory

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

73. Marketers use Maslow's hierarchy of needs by _____.

- a. focusing their advertising on a particular level
- b. focusing on self-actualization needs
- c. looking at which needs yield the largest profits
- d. identifying their product with a certain level of needs

ANSWER: d

DIFFICULTY: Easy

REFERENCES: Page 20

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Motivation

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

02 Customer Behavior

74. If a marketer is focusing on people who _____, he will promote a popular brand.

- a. are individual
- b. like to conform
- c. are outgoing
- d. have lots of money

ANSWER: b

DIFFICULTY: Easy

REFERENCES: Page 21

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Motivation

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

75. What are a mix of beliefs and importance weights?

- a. moods
- b. visions
- c. perceptions
- d. attitudes

ANSWER: d

DIFFICULTY: Moderate

REFERENCES: Page 21

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Attitudes and Decision Making

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

02 Customer Behavior

76. Marketers typically classify customers by ____ on a given purchase.

- a. how much they care about
- b. how much they spend
- c. how much they think about
- d. their perception

ANSWER: a

DIFFICULTY: Moderate

REFERENCES: Page 21

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Attitudes and Decision Making

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

77. John is considering buying a new car. It's important to him that the car has bluetooth. If the car he looks at doesn't have bluetooth, then he will not consider it for purchase. This is an example of a ____ mechanism.

- a. decision criteria
- b. quality
- c. non-compensatory
- d. compensatory

ANSWER: c

DIFFICULTY: Challenging

REFERENCES: Page 22

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Attitudes and Decision Making

KEYWORDS: Bloom's: Application

OTHER: MBA: Knowledge of human behavior & society

78. People tend to associate and marry people of the same ____.

- a. race
- b. age
- c. social class
- d. gender

ANSWER: c

DIFFICULTY: Moderate

REFERENCES: Page 22

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: How Do Cultural Differences Affect Consumers' Behavior?

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

79. The baby boomer generation is societal minded, so it is expected that we see large scale ____.

- a. altruism
- b. spending
- c. saving
- d. shifts in attitudes

ANSWER: a

DIFFICULTY: Easy

REFERENCES: Page 23

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: How Do Cultural Differences Affect Consumers' Behavior?

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

02 Customer Behavior

80. China's rising economy is creating a large demand for ____.

- a. investment bankers
- b. tacos
- c. luxury goods
- d. cars

ANSWER:

c

DIFFICULTY:

Easy

REFERENCES:

Page 23

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS:

How Do Cultural Differences Affect Consumers' Behavior?

KEYWORDS:

Bloom's: Knowledge

OTHER:

MBA: Knowledge of human behavior & society

81. Describe the three phases of the purchase process.

ANSWER:

The first phase is the pre-purchase phase. During this phase, the consumer identifies the need or want, searches for a possible solution, and builds a consideration set. The next phase is the purchase phase. During this phase, the consumer narrows the consideration set and decides on a retail channel. Lastly, there is the post-purchase phase. In this phase, the consumer assesses the purchase, and if he is satisfied he will likely have repeat purchases and will generate word of mouth about his purchase.

DIFFICULTY:

Easy

REFERENCES:

Page 13

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS:

The Three Phases of the Purchase Process

KEYWORDS:

Bloom's: Knowledge

OTHER:

MBA: Knowledge of General Business Functions

82. Describe the 3 types of purchases in a B2C transaction.

ANSWER: A low customer involvement purchase in a B2C situation is called a convenience buy. This purchase typically has little forethought and is price sensitive. A medium customer involvement purchase in a B2C situation is called a shopping buy. In this situation, the consumer puts more thought into the purchase and cares more about the product quality/features. The last type of purchase has high customer involvement. This situation is called a specialty purchase. Purchases of this type require a great deal of research for the best brands, quality, and price. Marketers for this level try to convince the buyer that their brand is the best choice.

DIFFICULTY: Moderate

REFERENCES: Page 14

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan

TOPICS: There are Different Kinds of Purchases

KEYWORDS: Bloom's: Synthesis

OTHER: MBA: Managing Strategy & Innovation

83. Describe how visual stimuli are important to marketers and explain how colors are involved.

ANSWER: Visual stimuli allow marketers to show products, information, and imagery. Colors can ingrain brand associations in consumers' minds. For example, the white iPod headphones were easily identified with Apple because they were the only company to offer white headphones when the iPod first came out. Colors also are important for cultural symbols. In the U.S., white represents purity. In Thailand, purple is the color for mourning. Yellow means courage in Japan.

DIFFICULTY: Challenging

REFERENCES: Page 16

NATIONAL STANDARDS: United States - BUSPROG Reflective Thinking

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Sensation and Perception

KEYWORDS: Bloom's: Synthesis

OTHER: MBA: Knowledge of Media Communications & Delivery

84. Explain subliminal advertising.

ANSWER: Subliminal advertising is the idea that an ad can be shown for a brief moment and it is so short that it doesn't meet the threshold of consciousness, and is therefore subliminal. This somehow is captured subconsciously and the hope is the message would compel buying the product advertised.
Markers have ruled out that subliminal advertising works. But they do a lot of research in the areas of perceptual fluency. Marketers know that if you are exposed to the same billboard everyday, you will start to become familiar with it, and with familiarity comes a comfortable, positive feeling, increasing the chances you will make a purchase.

DIFFICULTY: Moderate
REFERENCES: Pages 17-18
NATIONAL STANDARDS: United States - BUSPROG Communication
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: Sensation and Perception
KEYWORDS: Bloom's: Comprehension
OTHER: MBA: Managing Strategy & Innovation

85. Using Pavlov's dogs as an example, explain the 4 stages of classical conditioning.

ANSWER: Stage 1: food is placed in front of the dog and it naturally drools
Stage 2: a bell is rung in front of the dog and it does not drool
Stage 3: a bell rung while a food bowl is simultaneously placed in front of the dog causes drool
Stage 4: a bell rung in front of the dog elicits drool. The dog has come to learn that the bell is associated with food.

DIFFICULTY: Easy
REFERENCES: Page 18
NATIONAL STANDARDS: United States - BUSPROG Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Research
TOPICS: Learning and Memory
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Knowledge of Media Communications & Delivery

86. Explain the process of operant conditioning and how to maximize results using it.

ANSWER: Operant conditioning is when someone learns a desired behavior by being rewarded. B.F. Skinner discovered this when he was able to teach rats to press a bar. The rats would press the bar because they knew they would be rewarded with a food pellet.
To maximize results with this method, you should use variable ratio reinforcement schedule. For example, with a customer loyalty program, you will get more purchases if the consumer does not know how many more purchases he has to make to get a free one. If the program runs on a fixed ratio schedule, then he knows that 5 purchases gives him one free one, for example.

DIFFICULTY: Challenging

REFERENCES: Pages 19-20

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan

TOPICS: Learning and Memory

KEYWORDS: Bloom's: Evaluation

OTHER: MBA: Knowledge of human behavior & society

87. List the 5 levels of Abraham Maslow's hierarchy of needs. List from the lowest needs to the highest.

ANSWER:

1. Food, water, sleep, sex
2. Safety, security
3. Friendship, belonging
4. Self-esteem, respect
5. Self-actualization

DIFFICULTY: Easy

REFERENCES: Page 20

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Research

TOPICS: Motivation

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Knowledge of human behavior & society

88. Describe one of the ways marketers use the hierarchy of needs and give an example of this strategy.

ANSWER: Any one of the following is acceptable

1. Marketers identify their product with a certain level of needs. For example, Volvo stresses their brand represents safety.
2. Marketers appeal to your sense of belonging. For example, a men's clothing store would appeal to a new lawyer to make sure he has the nicest suit so that he fits in with other lawyers.
3. Marketers appeal to self-esteem and respect by pointing a consumer to an aspiration group. For example, a current MBA: student might aspire to be a CEO, so marketers appeal to her desire to drive a nice car.
4. Marketers offer extended brand lines that encourages a customer to reach ever higher in the pyramid. For example, Titleist offers golf clubs from beginner to professional, so as you improve you can move up to the better clubs.
5. Marketers try to position brands as high on pyramid as possible. An example is a shoe company using a pro athlete to endorse their brand, thereby making the consumer think he will be faster if he uses this shoe.

DIFFICULTY: Challenging

REFERENCES: Pages 20-21

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy

TOPICS: Motivation

KEYWORDS: Bloom's: Comprehension

OTHER: MBA: Managing Strategy & Innovation

89. Explain the make-up of attitudes.

ANSWER: Attitudes are a mix of beliefs and importance weights. Beliefs are opinions, such as: McDonald's is unhealthy, they're everywhere, and the food is addicting Importance weights are things like: I don't care how unhealthy McDonald's is, but I would like it to taste good.

DIFFICULTY: Moderate

REFERENCES: Page 21

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Customer

TOPICS: Attitudes and Decision Making

KEYWORDS: Bloom's: Knowledge

OTHER: MBA: Managing Strategy & Innovation

02 Customer Behavior

90. Explain how marketers use social class.

ANSWER: Marketers appeal to different social classes in different ways. For example, people who come from rich family backgrounds seek exclusivity in their brands. They may become less likely to buy a brand if a company produces less expensive product lines. For people who are “new rich” they tend to make purchases to show that fact off. For example, they may buy a bright red Ferrari to show off their new wealth.

DIFFICULTY: Moderate

REFERENCES: Page 22

NATIONAL STANDARDS: United States - BUSPROG Analytic

LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy

TOPICS: How Do Cultural Differences Affect Consumers' Behavior?

KEYWORDS: Bloom's: Comprehension

OTHER: MBA: Managing the Task Environment