

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

- a. True
- b. False

**ANSWER:** True  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 13  
**QUESTION TYPE:** True / False  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG: Analytic  
**LOCAL STANDARDS:** United States - OH - Default City - DISC: Customer  
**TOPICS:** 2-1 Three Phases of the Purchase Process  
**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:15 PM  
**DATE MODIFIED:** 7/11/2016 2:15 PM

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

- a. True
- b. False

**ANSWER:** True  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 13  
**QUESTION TYPE:** True / False  
**HAS VARIABLES:** False  
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**TOPICS:** 2-1 Three Phases of the Purchase Process  
**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
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3. A new MBA: student and a recently promoted corporate executive will typically have the same wants.

- a. True
- b. False

**ANSWER:** False  
**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 13  
**QUESTION TYPE:** True / False

*HAS VARIABLES:* False  
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*TOPICS:* 2-1 Three Phases of the Purchase Process  
*KEYWORDS:* Bloom's: Application  
*OTHER:* MBA: Knowledge of Human Behavior and Society  
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4. During the purchase phase, a consumer will consider all brands available in the market.
- a. True
  - b. False

*ANSWER:* False  
*POINTS:* 1  
*DIFFICULTY:* Moderate  
*REFERENCES:* Page 14  
*QUESTION TYPE:* True / False  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG - Reflective Thinking  
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*TOPICS:* 2-1 Three Phases of the Purchase Process  
*KEYWORDS:* Bloom's: Comprehension  
*OTHER:* MBA: Knowledge of Human Behavior and Society  
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*DATE MODIFIED:* 7/11/2016 2:16 PM

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

*ANSWER:* True  
*POINTS:* 1  
*DIFFICULTY:* Easy  
*REFERENCES:* Page 13  
*QUESTION TYPE:* True / False  
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*TOPICS:* 2-1 Three Phases of the Purchase Process  
*KEYWORDS:* Bloom's: Analysis  
*OTHER:* MBA: Knowledge of General Business Functions  
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6. During the purchase phase, the consumer might ask himself, “What attributes don’t I care about, and therefore will not pay high prices for?”

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

*DIFFICULTY:* Challenging

*REFERENCES:* Page 14

*QUESTION TYPE:* True / False

*HAS VARIABLES:* False

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

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

*TOPICS:* 2-1 Three Phases of the Purchase Process

*KEYWORDS:* Bloom's: Analysis

*OTHER:* MBA: Knowledge of Human Behavior and Society

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

- a. True
- b. False

*ANSWER:* False

*POINTS:* 1

*DIFFICULTY:* Moderate

*REFERENCES:* Page 14

*QUESTION TYPE:* True / False

*HAS VARIABLES:* False

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

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

*TOPICS:* 2-1 Three Phases of the Purchase Process

*KEYWORDS:* Bloom's: Analysis

*OTHER:* MBA: Knowledge of Human Behavior and Society

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

- a. True
- b. False

*ANSWER:* True

*POINTS:* 1

**DIFFICULTY:** Challenging  
**REFERENCES:** Page 15  
**QUESTION TYPE:** True / False  
**HAS VARIABLES:** False  
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**TOPICS:** 2-1 Three Phases of the Purchase Process  
**KEYWORDS:** Bloom's: Analysis  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
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9. John is an agent for Starbucks because he buys supplies on behalf of Starbucks.

- a. True
- b. False

**ANSWER:** True  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 15  
**QUESTION TYPE:** True / False  
**HAS VARIABLES:** False  
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**TOPICS:** 2-1 Three Phases of the Purchase Process  
**KEYWORDS:** Bloom's: Application  
**OTHER:** MBA: Managing Strategy and 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  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 15  
**QUESTION TYPE:** True / False  
**HAS VARIABLES:** False  
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**TOPICS:** 2-2 Different Kinds of Purchases  
**KEYWORDS:** Bloom's: Application

*OTHER:* MBA: Knowledge of Media Communications and Delivery  
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11. All purchases are the same.

- a. True
- b. False

*ANSWER:* False  
*POINTS:* 1  
*DIFFICULTY:* Easy  
*REFERENCES:* Page 15  
*QUESTION TYPE:* True / False  
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*TOPICS:* 2-2 Different Kinds of Purchases  
*KEYWORDS:* Bloom's: Knowledge  
*OTHER:* MBA: Managing Decision-Making Processes  
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*DATE MODIFIED:* 7/11/2016 2:16 PM

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

- a. True
- b. False

*ANSWER:* True  
*POINTS:* 1  
*DIFFICULTY:* Easy  
*REFERENCES:* Page 15  
*QUESTION TYPE:* True / False  
*HAS VARIABLES:* False  
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*KEYWORDS:* Bloom's: Application  
*OTHER:* MBA: Knowledge of Media Communications and Delivery  
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*DATE MODIFIED:* 7/11/2016 2:16 PM

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

*POINTS:* 1  
*DIFFICULTY:* Challenging  
*REFERENCES:* Page 15  
*QUESTION TYPE:* True / False  
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*KEYWORDS:* Bloom's: Application  
*OTHER:* MBA: Knowledge of Technology, Design, and Production  
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*DATE MODIFIED:* 7/11/2016 2:16 PM

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

- a. True
- b. False

*ANSWER:* True  
*POINTS:* 1  
*DIFFICULTY:* Challenging  
*REFERENCES:* Page 15  
*QUESTION TYPE:* True / False  
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*KEYWORDS:* Bloom's: Knowledge  
*OTHER:* MBA: Managing Decision-Making Processes  
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15. During higher-involvement purchases, we would expect customers to be more price sensitive.

- a. True
- b. False

*ANSWER:* False  
*POINTS:* 1  
*DIFFICULTY:* Moderate  
*REFERENCES:* Page 16  
*QUESTION TYPE:* True / False  
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**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  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 16  
**QUESTION TYPE:** True / False  
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**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Managing Decision-Making Processes  
**DATE CREATED:** 7/11/2016 2:16 PM  
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17. Consumers can be simple or complex.

- a. True
- b. False

**ANSWER:** True  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 18  
**QUESTION TYPE:** True / False  
**HAS VARIABLES:** False  
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**KEYWORDS:** Bloom's: Comprehension  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 7/11/2016 2:16 PM

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

- a. True
- b. False

**ANSWER:** True  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 18  
**QUESTION TYPE:** True / False  
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**OTHER:** MBA: Knowledge of Human Behavior and Society  
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**DATE MODIFIED:** 7/11/2016 2:16 PM

19. Colors do not have any cultural meaning.

- a. True
- b. False

**ANSWER:** False  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 18  
**QUESTION TYPE:** True / False  
**HAS VARIABLES:** False  
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**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Knowledge of General Business Functions  
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20. The sound of a Mac versus a PC starting up is an example of how sound or music is important to marketers.

- a. True
- b. False

**ANSWER:** True  
**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 19  
**QUESTION TYPE:** True / False  
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**TOPICS:** 2-3 The Marketing Science of Customer Behavior  
**KEYWORDS:** Bloom's: Application  
**OTHER:** MBA: Operations Skills  
**DATE CREATED:** 7/11/2016 2:16 PM  
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21. Sight, sound, smell, taste, and touch are all used by marketers.

- a. True
- b. False

**ANSWER:** True  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 18  
**QUESTION TYPE:** True / False  
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**OTHER:** MBA: Knowledge of General Business Functions  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 7/11/2016 2:16 PM

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

- a. True
- b. False

**ANSWER:** False  
**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 20  
**QUESTION TYPE:** True / False  
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**KEYWORDS:** Bloom's: Evaluation  
**OTHER:** MBA: Knowledge of General Business Functions  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 7/11/2016 2:16 PM

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  
**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 20  
**QUESTION TYPE:** True / False  
**HAS VARIABLES:** False  
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**KEYWORDS:** Bloom's: Application  
**OTHER:** MBA: Managing Administration and Control  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 7/11/2016 2:16 PM

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

a. True

b. False

**ANSWER:** False  
**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 20  
**QUESTION TYPE:** True / False  
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**KEYWORDS:** Bloom's: Comprehension  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 7/11/2016 2:16 PM

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

a. True

b. False

**ANSWER:** False  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 22  
**QUESTION TYPE:** True / False  
**HAS VARIABLES:** False  
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**KEYWORDS:** Bloom's: Application  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
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26. Operant conditioning relies on behavior that is positively reinforced.

- a. True
- b. False

**ANSWER:** True  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 22  
**QUESTION TYPE:** True / False  
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**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
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**DATE MODIFIED:** 7/11/2016 2:16 PM

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

- a. True
- b. False

**ANSWER:** True  
**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 22  
**QUESTION TYPE:** True / False  
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**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 10:08 AM

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

- a. True
- b. False

**ANSWER:** True  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 23  
**QUESTION TYPE:** True / False  
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**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Managing Strategy and Innovation  
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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  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 23  
**QUESTION TYPE:** True / False  
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**OTHER:** MBA: Managing Strategy and Innovation  
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30. Utilitarian versus hedonic products means fulfilling needs versus wants.

- a. True
- b. False

**ANSWER:** True  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 24  
**QUESTION TYPE:** True / False

*HAS VARIABLES:* False  
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*KEYWORDS:* Bloom's: Knowledge  
*OTHER:* MBA: Knowledge of Technology, Design, and Production  
*DATE CREATED:* 7/11/2016 2:16 PM  
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31. A risk-averse consumer may wish to try the newest product that the market has to offer.
- a. True
  - b. False

*ANSWER:* False  
*POINTS:* 1  
*DIFFICULTY:* Easy  
*REFERENCES:* Page 23  
*QUESTION TYPE:* True / False  
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*KEYWORDS:* Bloom's: Knowledge  
*OTHER:* MBA: Managing Strategy and Innovation  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/24/2016 10:18 AM

32. What motivates consumers is important to marketers.
- a. True
  - b. False

*ANSWER:* True  
*POINTS:* 1  
*DIFFICULTY:* Moderate  
*REFERENCES:* Page 25  
*QUESTION TYPE:* True / False  
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*KEYWORDS:* Bloom's: Comprehension  
*OTHER:* MBA: Managing Strategy and Innovation  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 7/11/2016 2:16 PM

33. Beliefs about Mercedes might include that they're fast, they're nice to look at, and they're expensive.

- a. True
- b. False

**ANSWER:** True  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 25  
**QUESTION TYPE:** True / False  
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**KEYWORDS:** Bloom's: Application  
**OTHER:** MBA: Managing Strategy and Innovation  
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34. When it comes to beliefs and importance weights, marketers try to strengthen the importance of positive attributes of their brand through learning and appealing to consumer motivations that their brand satisfies.

- a. True
- b. False

**ANSWER:** True  
**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 25  
**QUESTION TYPE:** True / False  
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**KEYWORDS:** Bloom's: Analysis  
**OTHER:** MBA: Managing Strategy and Innovation  
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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  
**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 26

*QUESTION TYPE:* True / False  
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*KEYWORDS:* Bloom's: Comprehension  
*OTHER:* MBA: Knowledge of Human Behavior and Society  
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*DATE MODIFIED:* 7/11/2016 2:16 PM

36. The sociocultural effects of social class and age affect how consumers respond to brands.

- a. True
- b. False

*ANSWER:* True  
*POINTS:* 1  
*DIFFICULTY:* Easy  
*REFERENCES:* Page 27  
*QUESTION TYPE:* True / False  
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*KEYWORDS:* Bloom's: Knowledge  
*OTHER:* MBA: Knowledge of General Business Functions  
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37. Old-moneyed people indulge in conspicuous consumption, such as buying a yellow Mustang, to show off their wealth.

- a. True
- b. False

*ANSWER:* False  
*POINTS:* 1  
*DIFFICULTY:* Challenging  
*REFERENCES:* Page 28  
*QUESTION TYPE:* True / False  
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*KEYWORDS:* Bloom's: Application  
*OTHER:* MBA: Knowledge of Human Behavior and Society

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38. The current trend in age-related marketing has to do with marketing more toward the older, baby-boomer generation.

- a. True
- b. False

*ANSWER:* True  
*POINTS:* 1  
*DIFFICULTY:* Moderate  
*REFERENCES:* Page 28  
*QUESTION TYPE:* True / False  
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*LOCAL STANDARDS:* United States - OH - Default City - DISC: Marketing Plan  
*TOPICS:* 2-3 The Marketing Science of Customer Behavior  
*KEYWORDS:* Bloom's: Comprehension  
*OTHER:* MBA: Knowledge of General Business Functions  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/24/2016 10:30 AM

39. It is pretty simple to market for various ethnicities and countries because they have similar perspectives.

- a. True
- b. False

*ANSWER:* False  
*POINTS:* 1  
*DIFFICULTY:* Easy  
*REFERENCES:* Page 28  
*QUESTION TYPE:* True / False  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG - Reflective Thinking  
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*TOPICS:* 2-3 The Marketing Science of Customer Behavior  
*KEYWORDS:* Bloom's: Knowledge  
*OTHER:* MBA: Knowledge of Human Behavior and Society  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/24/2016 10:32 AM

40. In China, some luxury brands sell well just before Chinese New Year.

- a. True
- b. False

*ANSWER:* True  
*POINTS:* 1

*DIFFICULTY:* Easy  
*REFERENCES:* Page 28  
*QUESTION TYPE:* True / False  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG: Analytic  
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*KEYWORDS:* Bloom's: Knowledge  
*OTHER:* MBA: Knowledge of Human Behavior and Society  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/24/2016 10:34 AM

41. During the \_\_\_\_\_ phase of the purchase process, the customer identifies that something is lacking.
- a. purchase
  - b. pre-purchase
  - c. post purchase
  - d. final

*ANSWER:* b  
*POINTS:* 1  
*DIFFICULTY:* Easy  
*REFERENCES:* Page 13  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG: Analytic  
*LOCAL STANDARDS:* United States - OH - Default City - DISC: Customer  
*TOPICS:* 2-1 Three Phases of the Purchase Process  
*KEYWORDS:* Bloom's: Analysis  
*OTHER:* MBA: Managing Strategy and Innovation  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/26/2016 3:30 PM

42. During the purchase phase for new skis, Larry creates a \_\_\_\_\_ based on his skiing ability and price.
- a. mindset
  - b. purchase set
  - c. consideration set
  - d. requirement set

*ANSWER:* c  
*POINTS:* 1  
*DIFFICULTY:* Moderate  
*REFERENCES:* Page 14  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic  
*LOCAL STANDARDS:* United States - OH - Default City - DISC: Customer  
*TOPICS:* 2-1 Three Phases of the Purchase Process  
*KEYWORDS:* Bloom's: Application  
*OTHER:* MBA: Managing Strategy and Innovation  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/26/2016 3:30 PM

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

*ANSWER:* d  
*POINTS:* 1  
*DIFFICULTY:* Challenging  
*REFERENCES:* Page 14  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG - Reflective Thinking  
*LOCAL STANDARDS:* United States - OH - Default City - DISC: Strategy  
*TOPICS:* 2-1 Three Phases of the Purchase Process  
*KEYWORDS:* Bloom's: Analysis  
*OTHER:* MBA: Operations Skills  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 7/11/2016 2:16 PM

44. Whether the buyer is a consumer or a business, the buying process is
- a. consistent.
  - b. inconsistent.
  - c. exhausting.
  - d. simple.

*ANSWER:* a  
*POINTS:* 1  
*DIFFICULTY:* Moderate  
*REFERENCES:* Page 15  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG Communication  
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*TOPICS:* 2-1 Three Phases of the Purchase Process  
*KEYWORDS:* Bloom's: Knowledge

*OTHER:* MBA: Operations Skills  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/24/2016 12:15 PM

45. A \_\_\_\_\_ item is something that is purchased without much thought before the purchase.
- a. quick
  - b. specialty
  - c. convenience
  - d. shopping

*ANSWER:* c  
*POINTS:* 1  
*DIFFICULTY:* Easy  
*REFERENCES:* Page 15  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG Communication  
*LOCAL STANDARDS:* United States - OH - Default City - DISC: Strategy  
*TOPICS:* 2-2 Different Kinds of Purchases  
*KEYWORDS:* Bloom's: Comprehension  
*OTHER:* MBA: Managing Decision-Making Processes  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/26/2016 3:31 PM

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  
*POINTS:* 1  
*DIFFICULTY:* Challenging  
*REFERENCES:* Page 15  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG - Reflective Thinking  
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*TOPICS:* 2-2 Different Kinds of Purchases  
*KEYWORDS:* Bloom's: Application  
*OTHER:* MBA: Managing Decision-Making Processes  
*DATE CREATED:* 7/11/2016 2:16 PM  
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47. The different types of purchases are different because
- of the product itself.
  - of the differences in the mind of the customer.
  - of customer attitudes.
  - the price varies.

**ANSWER:** b  
**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 15  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG - Reflective Thinking  
**LOCAL STANDARDS:** United States - OH - Default City - DISC: Strategy  
**TOPICS:** 2-2 Different Kinds of Purchases  
**KEYWORDS:** Bloom's: Analysis  
**OTHER:** MBA: Managing Decision-Making Processes  
**DATE CREATED:** 7/11/2016 2:16 PM  
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48. Customer involvement is \_\_\_\_\_ on a B2C specialty purchase.
- very low
  - low
  - medium
  - high

**ANSWER:** d  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 15  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG: Analytic  
**LOCAL STANDARDS:** United States - OH - Default City - DISC: Strategy  
**TOPICS:** 2-2 Different Kinds of Purchases  
**KEYWORDS:** Bloom's: Comprehension  
**OTHER:** MBA: Knowledge of General Business Functions  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/26/2016 3:32 PM

49. A customer would be more price sensitive when buying gum than when buying
- gasoline.
  - paper.
  - bananas.

d. a laptop.

**ANSWER:** d  
**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 14  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG: Analytic  
**LOCAL STANDARDS:** United States - OH - Default City - DISC: Strategy  
**TOPICS:** 2-2 Different Kinds of Purchases  
**KEYWORDS:** Bloom's: Application  
**OTHER:** MBA: Knowledge of General Business Functions  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 12:21 PM

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. giveaways.

**ANSWER:** a  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 16  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG: Analytic  
**LOCAL STANDARDS:** United States - OH - Default City - DISC: Strategy  
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**KEYWORDS:** Bloom's: Analysis  
**OTHER:** MBA: Knowledge of General Business Functions  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 12:23 PM

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

**ANSWER:** c  
**POINTS:** 1  
**DIFFICULTY:** Easy

**REFERENCES:** Page 16  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG: Analytic  
**LOCAL STANDARDS:** United States - OH - Default City - DISC: Strategy  
**TOPICS:** 2-2 Different Kinds of Purchases  
**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Knowledge of General Business Functions  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 12:24 PM

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  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 16  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG - Reflective Thinking  
**LOCAL STANDARDS:** United States - OH - Default City - DISC: Strategy  
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**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Knowledge of General Business Functions  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/26/2016 3:33 PM

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  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 18  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG: Analytic

**LOCAL STANDARDS:** United States - OH - Default City - DISC: Marketing Plan  
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**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/26/2016 3:33 PM

54. When do consumers want to learn more about a product?

- a. when consumer involvement is high
- b. when the company advertises more often
- c. when prices are reduced
- d. when brand awareness is increased

**ANSWER:** a  
**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 18  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG: Analytic  
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**TOPICS:** 2-3 The Marketing Science of Customer Behavior  
**KEYWORDS:** Bloom's: Comprehension  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/26/2016 3:34 PM

55. Why is Dell's darker, deep blue color trademarked?

- a. It creates customer involvement.
- b. The color is popular.
- c. The blue color is pleasing to the eye.
- d. The blue color is well associated to Dell's brand.

**ANSWER:** d  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 18  
**QUESTION TYPE:** Multiple Choice  
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**NATIONAL STANDARDS:** United States - BUSPROG: Analytic  
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**TOPICS:** 2-3 The Marketing Science of Customer Behavior  
**KEYWORDS:** Bloom's: Application  
**OTHER:** MBA: Knowledge of Human Behavior and Society

*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/24/2016 12:31 PM

56. Colors convey cultural meaning. In the United States, brides wear white because it symbolizes
- a. love.
  - b. passion.
  - c. beginnings.
  - d. purity.

*ANSWER:* d  
*POINTS:* 1  
*DIFFICULTY:* Easy  
*REFERENCES:* Page 18  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG: Analytic  
*LOCAL STANDARDS:* United States - OH - Default City - DISC: Marketing Plan  
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*KEYWORDS:* Bloom's: Application  
*OTHER:* MBA: Knowledge of Human Behavior and Society  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/24/2016 12:34 PM

57. What type of music should be played in a retail store to encourage consumers to spend more?
- a. energetic, with a quick tempo
  - b. slow
  - c. jazz
  - d. classical

*ANSWER:* a  
*POINTS:* 1  
*DIFFICULTY:* Challenging  
*REFERENCES:* Page 19  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG: Analytic  
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*KEYWORDS:* Bloom's: Knowledge  
*OTHER:* MBA: Knowledge of Human Behavior and Society  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/24/2016 12:36 PM

58. Why are consumers willing to spend so much more for a Harley than a Honda motorcycle?

- a. the Harley logo
- b. the distinct sound of a Harley
- c. the feel of the materials
- d. the color of a Harley

**ANSWER:** b

**POINTS:** 1

**DIFFICULTY:** Challenging

**REFERENCES:** Page 19

**QUESTION TYPE:** Multiple Choice

**HAS VARIABLES:** False

**NATIONAL STANDARDS:** United States - BUSPROG: Analytic

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

**TOPICS:** 2-3 The Marketing Science of Customer Behavior

**KEYWORDS:** Bloom's: Application

**OTHER:** MBA: Knowledge of Human Behavior and Society

**DATE CREATED:** 7/11/2016 2:16 PM

**DATE MODIFIED:** 8/24/2016 12:38 PM

59. Why do women who work the cosmetic counters in department stores wish to spray you with perfume?
- a. to get you to notice the name of the perfume
  - b. to get you to notice the packaging of the perfume
  - c. to appeal to your sense of smell and make you remember the product
  - d. to demonstrate that it's easy to apply

**ANSWER:** c

**POINTS:** 1

**DIFFICULTY:** Moderate

**REFERENCES:** Page 19

**QUESTION TYPE:** Multiple Choice

**HAS VARIABLES:** False

**NATIONAL STANDARDS:** United States - BUSPROG: Analytic

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**TOPICS:** 2-3 The Marketing Science of Customer Behavior

**KEYWORDS:** Bloom's: Application

**OTHER:** MBA: Knowledge of Human Behavior and Society

**DATE CREATED:** 7/11/2016 2:16 PM

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60. What is a classic marketing exercise that is used to declare that one's own food or drink product is superior to the market leader?
- a. blind smell tests
  - b. blind taste tests
  - c. advertising recognition test

d. blind feel tests

**ANSWER:** b  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 19  
**QUESTION TYPE:** Multiple Choice  
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**NATIONAL STANDARDS:** United States - BUSPROG: Analytic  
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**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Managing Decision-Making Processes  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 12:42 PM

61. Creating well-designed products is the predominant way of conveying brand imagery through

- a. smell.
- b. touch.
- c. sight.
- d. sound.

**ANSWER:** b  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 20  
**QUESTION TYPE:** Multiple Choice  
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**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Managing Decision-Making Processes  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 12:44 PM

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  
**POINTS:** 1  
**DIFFICULTY:** Challenging

*REFERENCES:* Page 20  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG - Reflective Thinking  
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*KEYWORDS:* Bloom's: Application  
*OTHER:* MBA: Managing Decision-Making Processes  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 7/11/2016 2:16 PM

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

*ANSWER:* c  
*POINTS:* 1  
*DIFFICULTY:* Moderate  
*REFERENCES:* Page 20  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
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*KEYWORDS:* Bloom's: Knowledge  
*OTHER:* MBA: Managing Decision-Making Processes  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/24/2016 12:46 PM

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

*ANSWER:* b  
*POINTS:* 1  
*DIFFICULTY:* Moderate  
*REFERENCES:* Page 20  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG: Analytic

**LOCAL STANDARDS:** United States - OH - Default City - DISC: Research  
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**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Managing Decision-Making Processes  
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**DATE MODIFIED:** 8/26/2016 3:35 PM

65. Sensory and perceptual impressions can become

- a. brand associations.
- b. perceptual fluency.
- c. brand names.
- d. catch slogans.

**ANSWER:** a  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 20  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG Communication  
**LOCAL STANDARDS:** United States - OH - Default City - DISC: Research  
**TOPICS:** 2-3 The Marketing Science of Customer Behavior  
**KEYWORDS:** Bloom's: Comprehension  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
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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  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 20  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG Communication  
**LOCAL STANDARDS:** United States - OH - Default City - DISC: Research  
**TOPICS:** 2-3 The Marketing Science of Customer Behavior  
**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Knowledge of Human Behavior and Society

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67. With repetition and elaboration, associations can get into
- brand associations.
  - short-term memory.
  - brand names.
  - long-term memory.

*ANSWER:* d  
*POINTS:* 1  
*DIFFICULTY:* Moderate  
*REFERENCES:* Page 20  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG: Analytic  
*LOCAL STANDARDS:* United States - OH - Default City - DISC: Research  
*TOPICS:* 2-3 The Marketing Science of Customer Behavior  
*KEYWORDS:* Bloom's: Knowledge  
*OTHER:* MBA: Knowledge of Human Behavior and Society  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/24/2016 12:52 PM

68. Ivan Pavlov with his salivating dogs is an example of what type of learning process?
- classical conditioning
  - operant conditioning
  - new age conditioning
  - associative conditioning

*ANSWER:* a  
*POINTS:* 1  
*DIFFICULTY:* Challenging  
*REFERENCES:* Page 21  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG Communication  
*LOCAL STANDARDS:* United States - OH - Default City - DISC: Customer  
*TOPICS:* 2-3 The Marketing Science of Customer Behavior  
*KEYWORDS:* Bloom's: Application  
*OTHER:* MBA: Knowledge of Human Behavior and Society  
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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  
**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 21  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG: Analytic  
**LOCAL STANDARDS:** United States - OH - Default City - DISC: Customer  
**TOPICS:** 2-3 The Marketing Science of Customer Behavior  
**KEYWORDS:** Bloom's: Application  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 12:56 PM

70. Philip Morris recently changed its name to Altria
- a. because of a merger.
  - b. so it could remove the negative association with its name.
  - c. to restructure the company.
  - d. in an effort to simplify the brand.

**ANSWER:** b  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 21  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG - Reflective Thinking  
**LOCAL STANDARDS:** United States - OH - Default City - DISC: Customer  
**TOPICS:** 2-3 The Marketing Science of Customer Behavior  
**KEYWORDS:** Bloom's: Application  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
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**DATE MODIFIED:** 8/26/2016 3:20 PM

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  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 22  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG: Analytic  
**LOCAL STANDARDS:** United States - OH - Default City - DISC: Customer  
**TOPICS:** 2-3 The Marketing Science of Customer Behavior  
**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/26/2016 3:36 PM

72. Operant conditioning is based on
- lack of reinforcement.
  - neutral reinforcement.
  - positive reinforcement.
  - negative reinforcement.

**ANSWER:** c  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 22  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG: Analytic  
**LOCAL STANDARDS:** United States - OH - Default City - DISC: Customer  
**TOPICS:** 2-3 The Marketing Science of Customer Behavior  
**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 1:01 PM

73. Marketers use Maslow's hierarchy of needs by
- focusing their advertising on a particular level.
  - focusing on self-actualization needs.
  - looking at which needs yield the largest profits.
  - identifying their product with a certain level of needs.

**ANSWER:** d  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 23

*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG: Analytic: - BUSPROG: Analytic  
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*TOPICS:* 2-3 The Marketing Science of Customer Behavior  
*KEYWORDS:* Bloom's: Knowledge  
*OTHER:* MBA: Knowledge of Human Behavior and Society  
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74. If a marketer is focusing on people who \_\_\_\_\_, she will promote a popular brand.
- a. are individual
  - b. like to conform
  - c. are outgoing
  - d. have lots of money

*ANSWER:* b  
*POINTS:* 1  
*DIFFICULTY:* Easy  
*REFERENCES:* Page 24  
*QUESTION TYPE:* Multiple Choice  
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*OTHER:* MBA: Knowledge of Human Behavior and Society  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/26/2016 3:36 PM

75. What are a mix of beliefs and importance weights?
- a. moods
  - b. visions
  - c. perceptions
  - d. attitudes

*ANSWER:* d  
*POINTS:* 1  
*DIFFICULTY:* Moderate  
*REFERENCES:* Page 25  
*QUESTION TYPE:* Multiple Choice  
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*NATIONAL STANDARDS:* United States - BUSPROG: Analytic  
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**TOPICS:** 2-3 The Marketing Science of Customer Behavior  
**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
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76. Marketers typically classify customers by \_\_\_\_\_ a given purchase.

- how much they care about
- how much they spend on
- how much they think about
- their perception of

**ANSWER:** a  
**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 25  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG - Reflective Thinking  
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**TOPICS:** 2-3 The Marketing Science of Customer Behavior  
**KEYWORDS:** Bloom's: Analysis  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/26/2016 3:37 PM

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.

- decision criteria
- quality
- non-compensatory
- compensatory

**ANSWER:** c  
**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 26  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG - Reflective Thinking  
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**TOPICS:** 2-3 The Marketing Science of Customer Behavior  
**KEYWORDS:** Bloom's: Application

*OTHER:* MBA: Knowledge of Human Behavior and Society  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/26/2016 3:37 PM

78. Which of the following elements is considered characteristic of a social class?

- a. habits
- b. age
- c. family background
- d. gender

*ANSWER:* c  
*POINTS:* 1  
*DIFFICULTY:* Moderate  
*REFERENCES:* Page 27  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG - Reflective Thinking  
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*KEYWORDS:* Bloom's: Analysis  
*OTHER:* MBA: Knowledge of Human Behavior and Society  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/26/2016 3:23 PM

79. The baby boomer generation is societal minded, so we might expect to see large-scale

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

*ANSWER:* a  
*POINTS:* 1  
*DIFFICULTY:* Easy  
*REFERENCES:* Page 28  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*NATIONAL STANDARDS:* United States - BUSPROG: Analytic  
*LOCAL STANDARDS:* United States - OH - Default City - DISC: Customer  
*TOPICS:* 2-3 The Marketing Science of Customer Behavior  
*KEYWORDS:* Bloom's: Knowledge  
*OTHER:* MBA: Knowledge of Human Behavior and Society  
*DATE CREATED:* 7/11/2016 2:16 PM  
*DATE MODIFIED:* 8/24/2016 1:17 PM

80. China's rising economy is creating a large demand for
- investment bankers.
  - tacos.
  - luxury goods.
  - cars.

**ANSWER:** c  
**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 28  
**QUESTION TYPE:** Multiple Choice  
**HAS VARIABLES:** False  
**NATIONAL STANDARDS:** United States - BUSPROG: Analytic  
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**KEYWORDS:** Bloom's: Knowledge  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 1:19 PM

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 make repeat purchases and will generate word of mouth about his purchase.

**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Pages 13–14  
**QUESTION TYPE:** Essay  
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**TOPICS:** 2-1 Three Phases of the Purchase Process  
**KEYWORDS:** Bloom's: Analysis  
**OTHER:** MBA: Knowledge of General Business Functions  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 1:21 PM

82. Describe the three 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.

**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 15  
**QUESTION TYPE:** Essay  
**HAS VARIABLES:** False  
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**TOPICS:** 2-2 Different Kinds of Purchases  
**KEYWORDS:** Bloom's: Analysis  
**OTHER:** MBA: Managing Strategy and Innovation  
**DATE CREATED:** 7/11/2016 2:16 PM  
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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 United States, white represents purity. In Thailand, purple is the color for mourning. Yellow means courage in Japan.

**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 18  
**QUESTION TYPE:** Essay  
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**KEYWORDS:** Bloom's: Evaluation  
**OTHER:** MBA: Knowledge of Media Communications and Delivery  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 1:25 PM

84. Explain subliminal advertising.

**ANSWER:** Subliminal advertising is the idea that an ad can be shown for a brief moment that 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 one to buy the product advertised.

Marketers have ruled that subliminal advertising doesn't work. But, they do a lot of research in the areas of perceptual fluency. Marketers know that if you are exposed to the same billboard every day, you will start to become familiar with it, and with familiarity comes a comfortable, positive feeling, increasing the chances you will make a purchase.

**POINTS:** 1  
**DIFFICULTY:** Moderate  
**REFERENCES:** Page 20  
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**KEYWORDS:** Bloom's: Comprehension  
**OTHER:** MBA: Managing Strategy and Innovation  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 1:28 PM

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

**ANSWER:** Stage 1: A food bowl placed in front of a dog naturally elicits its drool.  
Stage 2: A bell rung in front of the dog initially elicits no response.  
Stage 3: A bell rung while a food bowl is simultaneously placed in front of the dog elicits drool.  
Stage 4: With time, a bell rung in front of the dog elicits drool. The dog has come to learn that the bell is associated with food.

**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 21  
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**KEYWORDS:** Bloom's: Analysis  
**OTHER:** MBA: Knowledge of Media Communications and Delivery  
**DATE CREATED:** 7/11/2016 2:16 PM  
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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 a 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 five purchases give him one free one, for example.

**POINTS:** 1  
**DIFFICULTY:** Challenging  
**REFERENCES:** Page 22  
**QUESTION TYPE:** Essay  
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**KEYWORDS:** Bloom's: Evaluation  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 1:32 PM

87. List the five 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, love, belonging
4. Self-esteem, respect
5. Self-actualization

**POINTS:** 1  
**DIFFICULTY:** Easy  
**REFERENCES:** Page 23  
**QUESTION TYPE:** Essay  
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**NATIONAL STANDARDS:** United States - BUSPROG: Analytic  
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**KEYWORDS:** Bloom's: Analysis  
**OTHER:** MBA: Knowledge of Human Behavior and Society  
**DATE CREATED:** 7/11/2016 2:16 PM  
**DATE MODIFIED:** 8/24/2016 1:34 PM

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 that its 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 encourage 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 the pyramid as possible. An example is a shoe company using a pro athlete to endorse its brand, thereby making the consumer think he will be faster if he uses this shoe.

**POINTS:** 1

**DIFFICULTY:** Challenging

**REFERENCES:** Pages 23–24

**QUESTION TYPE:** Essay

**HAS VARIABLES:** False

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**TOPICS:** 2-3 The Marketing Science of Customer Behavior

**KEYWORDS:** Bloom's: Application

**OTHER:** MBA: Managing Strategy and Innovation

**DATE CREATED:** 7/11/2016 2:16 PM

**DATE MODIFIED:** 8/24/2016 1:36 PM

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.

**POINTS:** 1

**DIFFICULTY:** Moderate

**REFERENCES:** Page 25

**QUESTION TYPE:** Essay

**HAS VARIABLES:** False

**NATIONAL STANDARDS:** United States - BUSPROG: Analytic

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**TOPICS:** 2-3 The Marketing Science of Customer Behavior

**KEYWORDS:** Bloom's: Comprehension

**OTHER:** MBA: Managing Strategy and Innovation

**DATE CREATED:** 7/11/2016 2:16 PM

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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. Those who are nouveau riche tend to make purchases to show off that fact. For example, they may buy a bright red Ferrari to show off their new wealth.

**POINTS:** 1

*DIFFICULTY:* Moderate  
*REFERENCES:* Pages 27–28  
*QUESTION TYPE:* Essay  
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