Marketing Management 5th edition Iacobucci Test Bank

SKU: 9781337271127-TEST-BANK

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
NATIONAL STANDARDS:	United States - BUSPROG Communication
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
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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

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HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG - Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
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
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
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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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
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG: Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy
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

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DIFFICULTY: Challenging
REFERENCES: Page 15
QUESTION TYPE: True / False
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG - Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
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
NATIONAL STANDARDS: United States - BUSPROG: Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
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
NATIONAL STANDARDS: United States - BUSPROG: Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: 2-2 Different Kinds of Purchases
KEYWORDS: Bloom's: Application

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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
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG Communication
LOCAL STANDARDS: United States - OH - Default City - DISC: Promotion
TOPICS: 2-2 Different Kinds of Purchases
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Managing Decision-Making Processes
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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
NATIONAL STANDARDS: United States - BUSPROG Communication
LOCAL STANDARDS: United States - OH - Default City - DISC: Promotion
TOPICS: 2-2 Different Kinds of Purchases
KEYWORDS: Bloom's: Application
OTHER: MBA: Knowledge of Media Communications and Delivery
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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

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POINTS: 1
DIFFICULTY: Challenging
REFERENCES: Page 15
QUESTION TYPE: True / False
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG - Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Product
TOPICS: 2-2 Different Kinds of Purchases
KEYWORDS: Bloom's: Application
OTHER: MBA: Knowledge of Technology, Design, and Production
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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
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG: Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Product
TOPICS: 2-2 Different Kinds of Purchases
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
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG: Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: 2-2 Different Kinds of Purchases

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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
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG: Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: 2-2 Different Kinds of Purchases
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Managing Decision-Making Processes
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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
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: Comprehension
OTHER: MBA: Knowledge of Human Behavior and Society
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18. People are selective in their attention to environmental stimuli.
    a. True
    b. False

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ANSWER: True
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: Page 18
QUESTION TYPE: True / False
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
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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
NATIONAL STANDARDS: United States - BUSPROG - Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: 2-3 The Marketing Science of Customer Behavior
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
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG: Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Research

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TOPICS: 2-3 The Marketing Science of Customer Behavior
KEYWORDS: Bloom's: Application
OTHER: MBA: Operations Skills
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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
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG - Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: 2-3 The Marketing Science of Customer Behavior
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
POINTS: 1
DIFFICULTY: Challenging
REFERENCES: Page 20
QUESTION TYPE: True / False
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG - Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: 2-3 The Marketing Science of Customer Behavior
KEYWORDS: Bloom's: Evaluation
OTHER: MBA: Knowledge of General Business Functions
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23. An ad for dog treats on the side of the home page of dog.com is an example of perceptual fluency.
    a. True

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b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Challenging
REFERENCES: Page 20
QUESTION TYPE: True / False
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG - Reflective Thinking
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: Managing Administration and Control
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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
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG - Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy
TOPICS: 2-3 The Marketing Science of Customer Behavior
KEYWORDS: Bloom's: Comprehension
OTHER: MBA: Knowledge of Human Behavior and Society
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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
NATIONAL STANDARDS: United States - BUSPROG: Analytic

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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: Application
OTHER: MBA: Knowledge of Human Behavior and Society
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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
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG: Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy
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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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
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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28. Marketers use Abraham Maslow’s hierarchy of needs by identifying their product with a certain level.

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a. True
b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Page 23
QUESTION TYPE: True / False
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: 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
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: Comprehension
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

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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 Technology, Design, and Production
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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
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: Managing Strategy and Innovation
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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
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: Comprehension
OTHER: MBA: Managing Strategy and Innovation
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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
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: 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
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: 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

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QUESTION TYPE: True / False
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG - Reflective Thinking
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 Human Behavior and Society
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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
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: Knowledge
OTHER: MBA: Knowledge of General Business Functions
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37. Old-monied 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
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

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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
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: Comprehension
OTHER: MBA: Knowledge of General Business Functions
DATE CREATED: 7/11/2016 2:16 PM
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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
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
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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40. In China, some luxury brands sell well just before Chinese New Year.
    a. True
    b. False
ANSWER: True
POINTS: 1

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DIFFICULTY: Easy
REFERENCES: Page 28
QUESTION TYPE: True / False
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: Knowledge
OTHER: MBA: Knowledge of Human Behavior and Society
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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
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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

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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
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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
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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
LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy
TOPICS: 2-1 Three Phases of the Purchase Process
KEYWORDS: Bloom's: Knowledge

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OTHER: MBA: Operations Skills
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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
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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
LOCAL STANDARDS: United States - OH - Default City - DISC: Promotion
TOPICS: 2-2 Different Kinds of Purchases
KEYWORDS: Bloom's: Application
OTHER: MBA: Managing Decision-Making Processes
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47. The different types of purchases are different because
    a. of the product itself.
    b. of the differences in the mind of the customer.
    c. of customer attitudes.
    d. 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
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48. Customer involvement is _____ on a B2C specialty purchase.
    a. very low
    b. low
    c. medium
    d. 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
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49. A customer would be more price sensitive when buying gum than when buying
    a. gasoline.
    b. paper.
    c. bananas.

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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
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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. 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
TOPICS: 2-2 Different Kinds of Purchases
KEYWORDS: Bloom's: Analysis
OTHER: MBA: Knowledge of General Business Functions
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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

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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
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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
TOPICS: 2-2 Different Kinds of Purchases
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Knowledge of General Business Functions
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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

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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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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
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 Human Behavior and Society
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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
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
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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
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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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
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
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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58. Why are consumers willing to spend so much more for a Harley than a Honda motorcycle?

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

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d. blind feel tests

ANSWER: b
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: Page 19
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG: Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Promotion
TOPICS: 2-3 The Marketing Science of Customer Behavior
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Managing Decision-Making Processes
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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
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG: Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Promotion
TOPICS: 2-3 The Marketing Science of Customer Behavior
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Managing Decision-Making Processes
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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

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REFERENCES: Page 20
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG - Reflective Thinking
LOCAL STANDARDS: United States - OH - Default City - DISC: Promotion
TOPICS: 2-3 The Marketing Science of Customer Behavior
KEYWORDS: Bloom's: Application
OTHER: MBA: Managing Decision-Making Processes
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63. When an ad is shown for such a short time that it doesn't meet the threshold of consciousness, it is called
    a. fast.
    b. liminal.
    c. subliminal.
    d. unconscious.

ANSWER: c
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: Managing Decision-Making Processes
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64. _____ is a 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
POINTS: 1
DIFFICULTY: Moderate
REFERENCES: Page 20
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG: Analytic

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LOCAL STANDARDS: United States - OH - Default City - DISC: Research
TOPICS: 2-3 The Marketing Science of Customer Behavior
KEYWORDS: Bloom's: Knowledge
OTHER: MBA: Managing Decision-Making Processes
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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
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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
    a. brand associations.
    b. short-term memory.
    c. brand names.
    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: 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
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68. Ivan Pavlov with 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
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?

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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
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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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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

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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
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72. Operant conditioning is based on
    a. lack of reinforcement.
    b. neutral reinforcement.
    c. positive reinforcement.
    d. 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
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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
POINTS: 1
DIFFICULTY: Easy
REFERENCES: Page 23

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QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG: Analytic: - 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
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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
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
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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
HAS VARIABLES: False
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76. Marketers typically classify customers by _____ a given purchase.
a. how much they care about
b. how much they spend on
c. how much they think about
d. 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
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: 2-3 The Marketing Science of Customer Behavior
KEYWORDS: Bloom's: Analysis
OTHER: MBA: Knowledge of Human Behavior and Society
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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
POINTS: 1
DIFFICULTY: Challenging
REFERENCES: Page 26
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

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OTHER: MBA: Knowledge of Human Behavior and Society
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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
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: 2-3 The Marketing Science of Customer Behavior
KEYWORDS: Bloom's: Analysis
OTHER: MBA: Knowledge of Human Behavior and Society
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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
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80. China’s rising economy is creating a large demand for
a. investment bankers.
b. tacos.
c. luxury goods.
d. cars.

ANSWER: c
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
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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
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 General Business Functions
DATE CREATED: 7/11/2016 2:16 PM
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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

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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
NATIONAL STANDARDS: United States - BUSPROG: Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Marketing Plan
TOPICS: 2-2 Different Kinds of Purchases
KEYWORDS: Bloom's: Analysis
OTHER: MBA: Managing Strategy and Innovation
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DATE MODIFIED: 8/24/2016 1:23 PM

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
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: Evaluation
OTHER: MBA: Knowledge of Media Communications and Delivery
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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.

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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
QUESTION TYPE: Essay
HAS VARIABLES: False
NATIONAL STANDARDS: United States - BUSPROG Communication
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: Managing Strategy and Innovation
DATE CREATED: 7/11/2016 2:16 PM
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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
QUESTION TYPE: Essay
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: Analysis
OTHER: MBA: Knowledge of Media Communications and Delivery
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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

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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
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: 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
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: 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.

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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
NATIONAL STANDARDS: United States - BUSPROG: Analytic
LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy
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
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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
LOCAL STANDARDS: United States - OH - Default City - DISC: Customer
TOPICS: 2-3 The Marketing Science of Customer Behavior
KEYWORDS: Bloom's: Comprehension
OTHER: MBA: Managing Strategy and Innovation
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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

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DIFFICULTY:	Moderate
REFERENCES:	Pages 27–28
QUESTION TYPE:	Essay
HAS VARIABLES:	False
NATIONAL STANDARDS:	United States - BUSPROG: Analytic
LOCAL STANDARDS:	United States - OH - Default City - DISC: Strategy
TOPICS:	2-3 The Marketing Science of Customer Behavior
KEYWORDS:	Bloom's: Comprehension
OTHER:	MBA: Managing the Task Environment
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