

Multi- choice 3 essay



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Multi- Choice 3 1) _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. A) Target marketing B) Mind mapping C) Consumer activism D) Consumer behaviour E) Product differentiation 2) Which of the following would be the best illustration of a subculture? A) a religion B) a group of close friends C) your university D) a fraternity or sorority E) your occupation 3) Joe is a computer service technician.

People in his neighbourhood usually depend on his suggestions for purchasing any computer accessory or hardware, as they believe that he has access to far more information on computer technology than the average consumer. The neighbours are also aware that Joe has the required knowledge and background for understanding the technical properties of the products. Within this context, Joe can be called a (n) _____. A) transactional leader B) opinion leader C) role model D) gate-keeper E) international marketer 4) When Gary was a high school student, he enjoyed rock music and regularly purchased hip clothing sported by his favourite rock band.

However, five years later, when Gary became an accountant, his preference shifted toward formal clothing. Which of the following personal characteristics is likely to have had the most influence on Gary's preferences during his high school days? A) education B) age C) income D) gender E) physiological needs 5) Consumers often choose and use brands that have a brand personality consistent with how they see themselves, also known as the _____. A) actual self-concept B) ideal self-concept C) others' self-

concept D) prohibitive self-concept E) suggestive self-concept) IKEA has achieved global recognition by offering consumers leading-edge Scandinavian furniture at affordable prices. IKEA is delivering value to consumers who are _____. A) money constrained B) time constrained C) brand constrained D) value constrained E) self-concept constrained 7) The starting point for understanding consumer behaviour is the _____ model in which marketing and environmental stimuli enter the consumer's consciousness, and a set of psychological processes combine with certain consumer characteristics to result in decision processes and purchase decisions.

A) self-reliance B) self-perception C) psychogenic D) stimulus-response E) projective 8) _____ is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world. A) Consumption B) Perception C) Acculturation D) Assimilation E) Cognitive dissonance 9) _____ can work to the advantage of marketers with strong brands when consumers make neutral or ambiguous brand information more positive. A) Selective attention B) Selective distortion C) Selective retention D) Selective choice E) Selective embellishment 10) _____ teaches marketers that they can build demand for a product by associating it with strong drives, using motivating cues, and providing positive reinforcement. A) Demand theory B) Learning theory C) Economic theory D) Psychological theory E) Demographic theory 11) As Rita scans the yellow pages section of her phone book looking for a florist, she sees several other products and services advertised. Though interesting on first glance, she quickly returns to her primary task of finding a florist. The items that distracted her from her

initial search were most likely stored in which of the following types of memory?

A) Short-term memory B) Long-term memory C) Middle memory D)

Subconscious memory E) Subliminal memory 12) The milder information

search state where a person simply becomes more receptive to information about a product is called _____. A) active information search B)

information search C) heightened attention D) purchase decision E) dynamic

information search 13) Brands that meet consumers' initial buying criteria are called the _____. A) total set B) awareness set C) consideration set D)

choice set E) decision set 14) A(n) _____ is a descriptive thought that a person holds about something.

A) attitude B) belief C) desire D) feeling E) emotion 15) Even if consumers

form brand evaluations, two general factors can intervene between the purchase intention and the purchase decision. One of these is unanticipated

situational factors. What is the other factor? A) Amount of purchasing power

B) Attitudes of others C) Short-term memory capabilities D) Ability to return

merchandise E) The self-concept 16) When a marketer tries to alter a

consumer's beliefs about a company's brand to get the consumer to rethink a purchase decision, the marketer is using _____.

A) psychological repositioning B) competitive depositioning C) positioning D)

repositioning E) biased positioning 17) Which of the following products is

most likely to be characterized by low involvement but significant brand difference? A) toothpastes B) digital cameras C) packet of salt D) a milk

carton E) furniture 18) The _____ consists of all the organizations that

acquire goods and services used in the production of other products or services that are sold, rented, or supplied to others. A) business market B) consumer market C) e-commerce market

D) global market E) domestic market 19) The purchasing department buys office supplies on a routine basis from a pre-approved list of suppliers. This type of purchase is classified as a _____. A) straight rebuy B) modified rebuy C) new task D) secondary purchase E) procure-to-pay 20) Jason Riggs' company is considered to be an in-supplier for a lawn mower manufacturer. However, recently the lawn mower company has put out a memo to in- and out-suppliers indicating that it would like to change product specifications and delivery schedules.

Which of the following buying situations is most likely to be in operation given this data? A) straight rebuy B) single rebuy C) rakeback rebuy D) system buy E) modified rebuy 21) If you performed the role of the _____ in a buying centre, you would be the person that has the power to prevent sellers or information from reaching other members of the buying centre. A) initiator B) influencer C) decider D) gatekeeper E) approver 22) The new, more strategically oriented purchasing departments have a mission. Which of the following most accurately describes that mission? A)

Make the most profit possible and remain independent of entanglements. B) Approach every purchasing opportunity as means to create interdependency. C) Seek the best value from fewer and better suppliers. D) Outsource the supply function. E) Abandon all strategies except for systems selling and buying. 23) A new-task buyclass decision begins with which of the

following steps? A) supplier search B) general need description C) product specification D) problem recognition E) proposal solicitation 24) Business marketers can stimulate problem recognition by _____. A) ensuring a presence in trade directories

B) direct mail, telemarketing, and calling on prospects C) encouraging the Better Business Bureau to release statistics D) using consumer advertising E) conducting surveys of existing customers 25) According to research studies, the closest relationships between customers and suppliers arise when _____. A) supply is important to the customer and there were procurement obstacles B) procurement is simple C) there are many undifferentiated vendors in the marketplace D) the customer is highly price sensitive E) the suppliers charge a premium for their products