Marketing quiz-chapter two assignment

Art & Culture

People and consumers play different Selected Answer: Roles Question 2 depending on the situation. Hidden cameras In Public can observe consumers without provoking Selected Answer: The Hawthorne effect Question 3 What Is the relative customer profile variable: If the price was right, would you buy this car today? Selected Answer: buyer readiness stage Question 4 As a result of bounded rationality we exalt Selected Answer: Ethnocentrism Question 5 Let 1= Talk. 2= Do and 3= Feel.

Which model presents the emotional consumer? Selected Answer: 3 2 1 Question 6 Based on the emotional model of consumer behavior, most of our thought are to our emotions. Selected Answer: Rationalizations Question 7 Selected Answer: evoked set Question 8 Let 1= Think, 2= Do and 3= Feel. Which model presents the rational Selected Answer: 1 3 2 Question 9 What is the relative customer profile variable: It is difficult to own a car in Manhattan (no parking). There are more local stores. More competition and better prices exist in the suburbs. Selected Answer: density Question 10

What is the relative customer profile variable: You get a special price as a first time user. Selected Answer: user status Question 11 I believe that the readers of the National Inquirer are " weird" because of my Selected Answer: Bounded rationality Question 12 What is the relative customer profile variable: AI (Activities, Interests, Opinions) Selected Answer: life style Question 13 The behavior of choosing a predetermined solution regardless of the problem is explained by Selected Answer: Garbage can theory What is the relative customer profile variable: A Hummer covers for my inadequacies. Ultra Selected Answer: motives Question 15 O out of 1 points What is the relative customer profile variable: Singles buy more nice

clothing, married with children buy more diapers. Family life cycle Question 16 Which one is NOT a problem in obtaining accurate data from consumers? Selected Answer: Consumer inattention Question 17 What is the relative customer profile variable: Frequent flier miles. Selected Answer: Loyalty status Question 18 What is the relative customer profile variable: I like Volvo. I do not like KEA. Values Selected Answer: attitudes

Question 19 Because of bounded rationality Most ideas sound stupid We get stuck in time isolation We develop egocentrics None of the above Selected Answer: All of the above Question 20 What is the relative customer profile variable: Toothpaste will make my teeth clean and give me sex appeal. Or, it will prevent tooth decay and prolong youth. Selected Answer: benefits Question 21 The problem Fraud's theory presents when we try to obtain an accurate picture of consumer motivations is Selected Answer: Consumers are not aware why they buy things Question 22

What is the relative customer profile variable: Regular cake $20, wedding cake $300. Selected Answer: occasions Question 23 What is the relative customer profile variable: You behave like the groups you would like to belong to. Selected Answer: reference groups Question 24 What is the relative customer profile variable: These are facial expressions that are so fast, they can be seen only with high speed video. They reveal deeper feelings. Selected Answer: micro expressions Question 25 a person is telling the truth. Selected Answer: psychosomatic