

# Test Bank for Marketing Management 5th Edition Iacobucci 1337271128 9781337271127

Full link download

Test Bank:

<https://testbankpack.com/p/test-bank-for-marketing-management-5th-edition-iacobucci-1337271128-9781337271127/>

Solution Manual:

<https://testbankpack.com/p/solution-manual-for-marketing-management-5th-edition-iacobucci-1337271128-9781337271127/>

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

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

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

DATE MODIFIED: 7/11/2016 2:16 PM

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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 9:28 AM

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

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  
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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 9:33 AM

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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 9:35 AM

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

OTHER: MBA: Knowledge of Media Communications and Delivery  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 7/11/2016 2:16 PM

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

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

KEYWORDS: Bloom's: Comprehension  
OTHER: MBA: Managing Decision-Making Processes  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 9:41 AM

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

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

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

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  
DATE MODIFIED: 8/24/2016 9:52 AM

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  
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  
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  
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  
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  
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  
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  
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  
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: 8/26/2016 3:08 PM

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  
DATE CREATED: 7/11/2016 2:16 PM  
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  
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  
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  
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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 10:10 AM

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

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  
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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 10:13 AM

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  
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  
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  
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  
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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 10:22 AM

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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 10:23 AM

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  
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  
DATE CREATED: 7/11/2016 2:16 PM  
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  
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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 10:26 AM

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  
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 10:28 AM

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  
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  
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  
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  
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  
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  
LOCAL STANDARDS: United States - OH - Default City - DISC: Strategy  
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  
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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/26/2016 3:31 PM

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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 12:18 PM

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  
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
- a. gasoline.
  - b. paper.
  - c. 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  
TOPICS: 2-2 Different Kinds of Purchases  
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  
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: 8/26/2016 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  
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 3:33 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  
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  
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  
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 12:31 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  
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 12:34 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  
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  
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  
 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  
 DATE CREATED: 7/11/2016 2:16 PM  
 DATE MODIFIED: 8/26/2016 3:34 PM

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  
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  
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  
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  
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  
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  
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

- 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  
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.

- 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

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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/26/2016 3:35 PM

65. Sensory and perceptual impressions can become

- brand associations.
- perceptual fluency.
- brand names.
- 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  
DATE MODIFIED: 8/24/2016 12:49 PM

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

- brand associations.
- perceptual fluency.
- short-term memory.
- 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

DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 12:50 PM

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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 12:54 PM

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

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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 1:06 PM

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  
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  
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: 7/11/2016 2:16 PM

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  
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  
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  
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: 8/26/2016 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  
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  
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

- 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  
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  
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  
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  
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  
DATE CREATED: 7/11/2016 2:16 PM  
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  
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  
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  
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  
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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/26/2016 3:39 PM

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  
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.

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  
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  
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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 1:38 PM

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  
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  
DATE CREATED: 7/11/2016 2:16 PM  
DATE MODIFIED: 8/24/2016 1:41 PM