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**Brian Cohn Chapter 6 Quiz**

1. Which of the following is not part of the Consumer Decision Process
   1. Need recognition
   2. Alternative evolution
   3. Post purchase
   4. Background search
2. Which of the following factors influences the Consumer decision process
   1. External factors
   2. The Marketing mix
   3. Social needs
   4. Problem solving
3. What is not an actual or perceived risk?
   1. Financial Risk
   2. Social Risk
   3. Mental risk
   4. Physiological risk
4. What is the correct order of the consumer decision process
   1. Need recognition, alternative evolution, information search, purchase, post purchase
   2. Alternative recognition, need recognition, information search, purchase, post purchase
   3. Need recognition, purchase, post purchase, information search, alternative evolution
   4. Need recognition, information search, alternative evolution, purchase, post purchase
5. What is not involved in the Post- purchase?
   1. Customer satisfaction
   2. Customer needs
   3. Customer loyalty
   4. Dissonance
   5. Undesirable consumer behavior
6. Supporters of brand promotion argue that it gives information needed by consumers to do what?
   1. Set prices
   2. Help promote the brand themselves
   3. Make an informed purchase decision
   4. Be brand loyal
7. What two things does advertising inform consumers on?
   1. Products & social issues
   2. Products & company policies
   3. Social issues & life goals
   4. None of the above
8. How can brand promotion lower costs?
   1. By stimulating demand
   2. Increase in the probability the product will succeed
   3. Fuels competition with competing firms
   4. All of the above
9. The broad definition of ethics includes which of the following?
   1. Love
   2. Charity
   3. Integrity
   4. Boldness
10. Who out of these professionals is most likely to use puffery?
    1. Lawyer
    2. Doctor
    3. Car salesman
    4. Accountant
11. Government places limits on the amount of advertising aimed at:
    1. Adults
    2. Children
    3. Elderly
    4. Teenagers
12. What does NOT consist of controversial products and practices?:
    1. Firearms
    2. Gambling
    3. Trading
    4. Alcohol
13. When the FTC determines that advertising is unfair or deceptive, it may:
    1. Require corrective advertising
    2. Require affirmative disclosure
    3. Issue a Cease-and-desist order
    4. All of the above
14. \_\_\_\_\_\_\_\_\_\_ is the largest, most powerful, and most regularly used federal government agency directly responsible for advertising:
    1. Federal Trade Commission
    2. Federal Communications Commission
    3. Food and Drug Administration
    4. Securities and Exchange Commission
15. In the United States, advertisers may not engage in deceptive or unfair practices, including
    1. False vertical cooperative advertising allowances
    2. Unfair comparison advertising
    3. The exercise of monopoly power
    4. All of the above
16. All are positive sides of promotional efforts except?
    1. Foster innovation, especially artistic creations
    2. Advertisements are superficial and rarely furnish useful information
    3. Provide revenues to support mass media
    4. Deliver a constant flow of information valued by consumers
17. Ethical considerations that frequently arise involve?
    1. Truthfulness (puffery is considered legal)
    2. Concern for the impact of promotional messages on children
    3. The promotion of controversial products and practices such as firearms, gambling, alcohol, cigarettes, and junk food
    4. All of the above
18. Which of the following is not a FTC way is of determines if an advertisement is unfair or deceptive?
    1. Require incorrect advertising
    2. Issue a consent order
    3. Issue a cease-and-desist order
    4. Require affirmative disclosure
19. What kind of ad’s can advertiser not engage in that are considered deceptive or unfair?
    1. False vertical cooperative advertising allowances
    2. Unfair comparison advertising
    3. The exercise of monopoly power
    4. All of the above
20. What is the meaning of Deception?
    1. Making false or misleading statements in a promotional message.
    2. The use of superlatives such as “Number One” or “Best in the World”
    3. The demand for an entire product category.
    4. Acts by advertisers that cause or are likely to cause substantial injury that is not reasonably avoidable or outweighed by other benefits

ANSWERS

1. D

2. B

3. C

4. D

5. B

6 .C

7. A

8. D

9. C

10. C

11. B

12. C

13. D

14. A

15. D

16. B

17. D

18. A

19. D

20. A