MKT 4354

GROUP 5

1. What is the different between one’s desired state and actual state of affairs?
2. Need state
3. Basic
4. Functional
5. TTU
6. What is the meaning of repeated behaviors that affirm, express and maintain cultural values?
   1. Consumer
   2. Baby
   3. Rituals
   4. Social
7. The age of youngest child living at home is called
   1. Adult
   2. Parent
   3. Life stage
   4. No meaning
8. The definition of community:
   1. Group of people loosely joined by a common characteristics or interest.
   2. Group of consumers
   3. Groups of business
   4. Student organization
9. True or False: Brands with high cultural capital are worth more (true)
10. True or False: Families are important influences on consumption (true)
11. True or False: Advertising transfers abdesired meaning to the brand by placing the brand within a constructed social world represented in an ad (true)
12. True or False: Consumers can rapidly and frequently change aspects of who they are (true)
13. What is the volume of similar ads for products or services that presents an obstacle to brand promotion?
    1. cluttered advertising
    2. overload advertising
    3. advertising clutter
    4. too much stuff
14. What are a person’s knowledge and feelings about an object or issue?
    1. Values
    2. beliefs
    3. trust
    4. reasons
15. True or False: a sociological category of famous individuals who shape identity for others are called celebrities?
16. A groups characteristic ways of behaving is:
    1. community
    2. peers
    3. demographic location
    4. culture
17. The thoughts that occur to individuals at that exact moment when beliefs and attitudes are being challenged by some form of persuasive communication is called
    1. Cognitive response
    2. My thought
    3. Thinking
    4. Beliefs
18. What is not an fundamental component using multi-attribute attitude model ?
    1. Evaluative criteria
    2. Important weights
    3. Consideration set
    4. Finance
19. What is the type of decision making with low experience and high involvement?
    1. Customer satisfaction
    2. Rituals
    3. Extended problem solving
    4. Search for problem
20. What is not the components of the lives real consumers?
    1. Race and ethnicity
    2. Gender
    3. Student group
    4. Culture.
21. What is 2 distinct route of attitude change in Elaboration likelihood model (ELM)?
    1. Central route to persuasion and peripheral route to persuation
    2. Nonuser and limited user
    3. Student and teacher
    4. General and specific route.
22. The definition of cognitive dissonance:
    1. Anxiety or regret after difficult decision
    2. Satisfied
    3. Happy
    4. Feeling good
23. Where the place consumer acquire the information:
    1. Internal and external search
    2. Their mind
    3. Their family
    4. The house
24. What is one of the obstacle marketers faces when using brand promotion?
    1. Cognitive consistency
    2. Meaning
    3. Social class
    4. Family

ANSWER

1. A

2. C

3. C

4. A

5. TRUE

6. TRUE

7. TRUE

8. TRUE

9. C

10. B

11. TRUE

12. D

13. A

14. D

15. C

16. C

17. A

18. A

19. A

20. A