MKT 3350 – 002

Ch. 6 Quiz

1. A(n)\_\_\_\_\_\_\_ is a buying decision made on the spot when merchandise is seen.
   1. Habitual Decision
   2. Impulse Buy
   3. Spur of the moment buy
   4. Promotional
2. Which factor affects the customer decision process?
   1. Marketing Mix
   2. Psychological Factors
   3. Social Factors
   4. Situational Factors
   5. All of the Above
3. what process begins when consumers recognize they have an unsatisfied need and would like to go from a less needy state to a more desirable state?
   1. Consumer Decision
   2. Need-base process
   3. Want and receive decision
   4. Unsatisfied Process
4. \_\_\_\_\_\_\_\_\_\_\_ is one or more persons whom an individual uses as a basis for comparison regarding beliefs, feelings, or behaviors.
   1. Reference Group
   2. Culture Region
   3. Demographic
   4. Value Group
5. Fear that others will not regard a purchase positively is an example of what type of risk?
   1. Financial risk
   2. Social risk
   3. Performance risk
   4. Physiological risk
6. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is one or more persons whom an individual uses as a basis for comparison regarding beliefs, feelings, and behaviors.
   1. In Store Demonstration
   2. Promotion
   3. Reference Group
   4. Purchase Situation
7. Which of the following pertains to a products service or product?
   1. Need Recognition
   2. Functional Need
   3. Demographic Need
   4. Cultural Need
8. A purchase decision that requires a moderate amount of effort is a....
   1. Extended problem solving
   2. Limited problem solving
   3. Deep processing
   4. High involvement processing
9. Higher buyer involvement is likely to lead to what kind of problem solving?
   1. Ritual decisions making
   2. Extended problem solving
   3. Impulse buying
   4. Habitual decision making
10. Which of the following exemplifies steps may occur during the post purchase behavior stage?
    1. Feeling satisfied or dissatisfied
    2. Having cognitive dissonance
    3. Comparing a product to one expectations
    4. All the above
11. Brands of stores that can be readily brought forth from memory are...
    1. Retrieval Sets
    2. Universal Sets
    3. Evoked Sets
    4. Determinant Attributes
12. Situational factors of the consumer decision process model includes all of the following except...
    1. Purchase Situation
    2. Shopping Situation
    3. Learning
    4. Temporal State
13. The discrepancy between a consumer's actual state and desired state is associated with which of the following steps in the consumer decision process?
    1. Need recognition
    2. Information search
    3. Alternative evaluation
    4. Purchase
    5. Post purchase
14. Which of the following pertains to the performance of a product or service?
    1. Need recognition
    2. Functional needs
    3. Demographic needs
    4. Psychological needs
    5. Cultural needs
15. The needs for healthy foods fulfills a \_\_\_\_\_\_ need, while the need for designer fashions can be classified as a \_\_\_\_\_\_ need.
    1. Neither functional nor psychological
    2. Functional; Psychological
    3. Either functional or psychological for both
    4. Psychological; Functional
16. Gretta has never tried Pert shampoo, but she doubts that shampoo can be as effective as a two-in-one shampoo and conditioner. Her negative predisposition toward the brand is her:
    1. Perception
    2. Motive
    3. Learned Behavior
    4. Attribute
    5. Attitude
17. Which of the following are categories of information search?
    1. Internal Search
    2. Risk Search
    3. External Search
    4. Both A and C
    5. All of the above
18. Marketing managers often appeal to consumers’ \_\_\_\_\_ when developing the marketing mix to be sure it fits with how they spend their time and money.
    1. Lifestyles
    2. Reference Groups
    3. Motivations
    4. Evaluative Criteria
    5. Perceptions
19. High buyer involvement is likely to lead to what kind of problem solving?
    1. Extended Problem Solving
    2. Impulse Buying
    3. Habitual Decision Making
    4. Ritual Decision Making
20. Which of the following is NOT defined distinctly as a reference group that might influence the buyer’s choices and behaviors?
    1. Classmates
    2. Culture
    3. Coworkers
    4. Friends
    5. Family

ANSWER KEY:

1. B
2. E
3. A
4. A
5. B
6. C
7. B
8. B
9. B
10. D
11. A
12. C
13. A
14. B
15. B
16. E
17. D
18. A
19. A
20. B