1. In regards to the modes decision making, which of the following is low involvement, high experience?

A. Limited Problem Solving

B. Extended Problem Solving

C. Brand Loyalty

D. Habit or Variety Seeking

E. Need Recognition

2. In regards to the modes decision making, which of the following is high involvement, high experience?

A. Brand loyalty

B. extended problem solving

C. limited problem solving

D. need recognition

3. What is the second step of the multi-attribute attitude models (MAAMs)?

A. Importance weights

B. Beliefs

C. Purchase

D. Evaluative criteria

E. Consideration set

4. The second stage of the Consumer Decision Making model deals with \_\_\_\_\_\_\_\_?

A. Purchasing

B. Needs recognition

C. Information search and alternative evaluation

D. Asking consumers to rate brands against criteria

E. Postpurchase use and evaluation

5. What can marketer’s do when consumers are not motivated to process an advertiser’s message thoughtfully?

A. Cognitive responses

B. Peripheral cues

C. Develop promotional response

D. Create a new brand message

E. Alternative evaluation

6. Which of the following is NOT one of the stages of Consumers as Decision Makers?

A. Post Purchase use and evaluation

B. Need Recognition

C. Information search and alternative evaluation

D. Purchase

E. Consumer Feedback

7. Which of the following steps is found on the Central route and the Peripheral route?

A. Cognitive responses

B. Enduring Attitudes

C. Cues

D. Cognitive Attitude Shifts

E. Messages

8. What is the best explanation for why brand messages are created?

A. To help a certain brand obtain an advantage on its competitors?

B. To reach a new target market

C. To retain loyal customers

D. To impact a customer’s brand attitudes

9. Culture is based on what?

A. Values

B. Behavior

C. Attitudes

D. Capital

E. Consumers

10. According to the modes of decision making brand loyalty is?

A. low involvement, low experience

B. high involvement, high experience

C. Low involvement, high experience

D. high involvement, low experience

11. In the end, \_\_\_\_\_\_ determine the meanings of ads and brands.

A Corporations

B Marketing Agencies

C Consumers

D Sellers

12. Consumers engage in \_\_\_\_ when purchasing expensive products. (eg. House ).

A Compulsory Purchases

B Extended Problem Solving

C Limited Problem Solving

D Passive Involvement

13. Third stage of consumer decision making:

A Prospective

B Information Search

C Purchase

D Internal Search

14. Experience refers to:

A. personal importance placed on the choice of product or service

B. consumer’s familiarity with a product of service

C. The personal relationship with the product

D. How long a consumer has been using the product or service

15. What does the acronym MAAM stand for

A. Market Automatic Ability Model

B. Multi Attitude Ability Market

C. Multi-Attribute Attitude Models

D. Multiple Attitude Automatic Model

16. Which of the following is **not** a main component of the MAAMs model

A. beliefs

B. Consideration set

C. evaluative criteria

D. attitudes

17. which of the following is not a step in the communication processing steps that consumers must go through

A. pay attention to message

B. listen to the message

C. comprehend the message correctly

D. accept the message exactly as it was intended

18. When consumers are not motivated to process an advertiser’s message thoughtfully, the marketer may need to feature:

A. peripheral messages

B. outlying messages

C. alternative evaluation

D. listening cues

19. What is known as individuals sharing a pattern or behavior within a culture:

A. values

B. Ritual

C. Culture

D. Beliefs

20. Brands with high cultural capital are worth:

A. More

B. Less

C. same as other cultural capital

D. nothing

1.D

2.A

3. A

4. C

5. B

6. E

7. E

8. D

9. A

10. B

11.C

12. B

13. C

14. B

15. C

16. D

17. B

18. A

19. B

20. A