**Ch. 6 Questions**

1. Which one is **not** part of the business marketplace?
   1. Resellers
   2. **Sellers**
   3. Producers
   4. Organizations
2. \_\_\_\_\_\_\_\_ occurs when changes in price have little or no effect on quantity sought.
   1. Joint demand
   2. Derived demand
   3. Fluctuating demand
   4. **Inelastic demand**
3. Which is **not** part of Heuristics rules of thumb?
4. Price equals quality
5. **Randomly selecting a product**
6. Brand loyalty
7. Country of origin
8. Which is at the top of Maslow’s Hierarchy of Needs?
9. Safety
10. Belongingness
11. Ego Needs
12. **Self-Actualization**
13. Which of the following is **not** an internal influence on consumers’ decisions?
    1. Perception
    2. Lifestyle
    3. **Recognition**
    4. Motivation
14. \_\_\_\_\_\_ is the process by which we select, organize, and interpret information from the outside world.
    1. **Perception**
    2. Identification
    3. Motivation
    4. Critical thinking
15. Which of the following is **not** one of the three components of attitude?
    1. Affect (Feeling)
    2. Cognition (Knowing)
    3. **Effect (Impact)**
    4. Behavior (Doing)
16. Which is **not** a factor that influences attention?
    1. Personal needs and goals
    2. **Gender**
    3. Size
    4. Novelty
17. \_\_\_\_\_ is a form of learning that occurs when people learn that their actions results in rewards or punishments.
    1. **Operant conditioning**
    2. Classical conditioning
    3. Observational learning
    4. Result learning
18. Another name for business-to-business markets is \_\_\_.
    1. Producer-to-producer markets
    2. Primary markets
    3. **Organizational markets**
    4. Consumer markets
19. \_\_\_\_\_\_\_ makes up the largest single business and organizational market in the United States.
    1. **Government Markets**
    2. Walmart
    3. Not-For-Profit Markets
    4. McDonalds
20. \_\_\_\_ is the overall rank of people in society
    1. Status Symbol
    2. **Social Class**
    3. Mass Class
    4. Reference Group
21. What does AIO stand for?
    1. Apply, Interact, and Oppositions
    2. Activities, Interests, Oppositions
    3. Apply, Interact, and Opinions
    4. **Activities, Interests, and Opinions**
22. \_\_\_\_\_\_\_\_\_\_\_ are groups of individuals who identify based on a common activity or art form.
23. Culture
24. Subcultures
25. **Microcultures**
26. Self Identity Cultures
27. \_\_\_\_\_\_\_\_\_\_\_ occurs whenever a consumer sees a difference between current state and desired/ideal state.
28. **Problem Recognition**
29. Pinpoint
30. Information search
31. A and B
32. Classical conditioning and operant conditioning are both examples of \_\_\_\_\_\_\_\_.
    1. Cognitive dissonance theories
    2. Heuristics
    3. Psychographics
    4. **Behavioral learning**
33. What is the order of the consumer decision-making process?
    1. Problem recognition, product choice, information search, evaluation of alternatives, postpurchase evaluation
    2. **Problem recognition, information search, evaluation of alternatives, product choice, postpurchase evaluation**
    3. Problem recognition, evaluation of alternatives, postpurchase evaluation, product choice, information search
    4. Problem recognition, information search, postpurchase evaluation, evaluation of alternatives, product choice
34. When does fluctuating demand happen?
35. **Small changes in consumer demand make big changes in business demand**
36. big changes in consumer demand make big changes in business demand
37. changes in prince have little to no effect on quantity sought
38. when things just fluctuate
39. Which market makes up the largest single business and organizational market in the U.S.?
    1. **Government markets**
    2. Reseller markets
    3. Producer markets
    4. Silicon Valley’s market
40. What do Opinion leaders do?
41. Put down other ideas
42. **Influence the attitudes and behaviors of others**
43. Tells other people what to do
44. Overly shares their opinion with anyone who will listen