Quiz 5 (chapter 6)

1. Which of the following is NOT a situation in the Business-to-Business (B2B) buyclass framework?  
A. Straight Rebuy

B. Modified rebuy

C. New-task buy

D. **Aggressive Rebuy**

2. Which of the following would be classified as a straight rebuy in the B2B Buyclass framework ?

A. Sports Car used as advertising

B. New machinery for use in a new plant

**C. Paper used in a law office**

D. A new plot of land used for investment purposes

3. Which of these is NOT considered a factor of social class?

a) Family Background

b) Occupation

c) Income

d) Education

**e) Religion**

4. What type of demand occurs for two or more goods that are used together to creat a product?

**a) Joint**

b) Fluctuating

c) Inelastic

d) Derived

5. What is consumer behavior?

A. **The process individuals or groups go through to select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.**

B. The way a consumer behaves when purchasing goods and services.

C. The measurement of how loyal a customer is to a company.

D. Diversification of products within a company.

6. What is perception?

A. **The process by which people select, organize, and interpret information from the outside world.**

B. The way people identify a product

C. The way people identify a service

D. Choosing your favorite product out of a large assortment of products.

7. The amount of effort expended in decision-making varies according to the\_\_\_\_\_\_\_.

**A) Level of involvement**

B) Perceived risk

C) Both A and B

D) None of the above

8. The first stage of the consumer decision-making process is \_\_\_\_\_\_\_.

**A) Problem recognition**

B) Information search

C) Evaluation of alternatives

D) Product choice

9. \_\_\_\_\_\_ refers to the hundreds of millions of global consumers who now enjoy a level of purchasing power that's sufficient to let them afford high-quality products

A. **Mass class**

B. Reference group

C. Social class

D. Conscientious consumerism

10. Which of the following is not a need included in Maslow's Hierarchy of Needs?

A. Self-Actualization

B. Physiological

C. **Compensation**

D. Belongingness

11. Business-to-business (B2B) markets are also called what?

a. **Organizational markets**

b. Strategic markets

c. Open markets

d. Closed markets

12. What market make up the largest single business and organization market in the United States?

a. Strategic markets

b. **Government markets**

c. Closed markets

d. Free markets

13. The member of the buying center who makes the final buying choice and allocates where the company money is spent is…

a. Influencer

b. **Decider**

c. Gatekeeper

d. Manager

14. Which one of these is NOT considered a rich media?

a. Video

b. **QR codes**

c. Audio

d. Games

15. Which one of these is an example of cognitive dissonance?

a. Eating too many Doritos

b. Spending too much money on a night out

c. **Regretting buying an iPhone instead of an Android device**

d. Not buying a ticket to Beyonce’s concert

16. Which of these is NOT an influence in the decision-making process?

a. Internal

b. Situational

c. **External**

d. Social

17. What are the 3 factors necessary for perception to occur?

**A) Exposure, Attention, Interpretation**

B) Motivation, Laws, Functionality

C) Exposure, Motivation, Interpretation

D) Data, Ethics, Laws

18. What are the 3 components of attitude?

**A) Affect, Cognition, Behavior**

B) Motivation, Behavior, Ethics

C) Needs, Cognition, Motivation

D) Affect, Interpretation, Behavior

19. Which of these is NOT a factor of social class?

A) Family Background

B) Occupation

C) Education

**D) Number of Children**

20. What is a B2B market?

A) Buyer to Buyer

**B) Business to Business**

C) Brand to Brand

D) Back to Back