**Chapter 6 Marketing Quiz – Section 003**

1. What are the five types of risks that are associated with purchase decisions that can delay or discourage a purchase?
   1. **Performance risk, financial risk, social risk, physiological (or safety) risk, and psychological risks**
   2. Marketing risk, Inflationary Risk, Political Risk, Interest Rate risk, and Equity risk
   3. Strategic risk, Compliance risk, Regulatory risk, Operational risk, and business risk
   4. Brand risk, demand risk, concentration risk, reputation risk, sales risk
2. Which of the following is NOT part of the BRIC nations?
   1. Brazil
   2. Russia
   3. India
   4. **Columbia**
3. Which of the following is NOT part of the factors affecting the consumer decision process?
   1. Psychological factors
   2. **Physical factors**
   3. Social factors
   4. Marketing mix
4. Which of the following would most likely cause the most post purchase cognitive dissonance within a consumer?
   1. **An expensive luxury product with other functional substitutes**
   2. A good that has a night perceived financial risk
   3. A product meeting a functional need
   4. A product from a brand that is only in a consumer’s universal set
5. Regarding motives within the factors influencing the consumer decision process, which level of need would people in third-world countries be primarily focused on meeting?
   1. Survival
   2. Safety
   3. **Physiological**
   4. Self-actualization
6. For most people, the first sense triggered in a new setting is…
   1. Auditory sense
   2. **Visual sense**
   3. Olfactory sense
   4. Tactile sense
7. What is the first step in the consumer decision process model?
   1. Information search
   2. Alternative evaluation
   3. Purchase and consumption
   4. **Need recognition**
8. What is the final step in the consumer decision process model?
   1. Alternative evaluation
   2. Information search
   3. **Post-purchase**
   4. Purchase and consumption
9. Which of the following refers to the final step in Maslow’s Hierarchy of Needs?
   1. Physiological
   2. **Self-actualization**
   3. Esteem
   4. Love
10. Attitude is composed of all of the following components EXCEPT:
    1. Cognitive component
    2. **Physiological component**
    3. Affective component
    4. Behavioral component
11. Which of the following is not a step in Maslow’s hierarchy of needs?
    1. Physiological
    2. **Self-concept**
    3. Esteem
    4. Love
12. The consumer decision process is best defined as…
    1. **The steps consumers experience when making a purchase**
    2. A sequence of steps a consumer goes through from need recognition
    3. A technique marketers use to identify and appeal to their target market
    4. The response that a seller makes to a consumer’s purchase decision
13. What component of attitude reflects our belief system?
    1. Affective component
    2. Behavioral component
    3. Perceptive component
    4. **Cognitive component**
14. Job security is part of which part of Maslow’s hierarchy of needs?
    1. Self-concept
    2. Love
    3. Physiological
    4. **Safety**
15. When choosing which outfit to buy for an interview, Cindy worries about whether her prospective boss would like her choice. This is an example of what type of risk?
    1. Performance risk
    2. Financial risk
    3. **Social risk**
    4. Physiological risk
16. What do functional needs pertain to within need recognition?
    1. **Performance of a product of service**
    2. Personal gratification consumers associate with a product or service
    3. Negative reactions from consumers of a product or service
    4. Positive reactions from consumers of a product or service
17. Motive, attitudes, perceptions, learning and memory, and lifestyle are all examples of \_\_\_\_\_\_\_\_\_\_\_ that affect the consumer decision process:
    1. Social factors
    2. Situational factors
    3. **Psychological factors**
    4. Marketing mix
18. Which of the following refers to our state of mind during the time of a purchase?
    1. **Temporal state**
    2. Sensory situation
    3. Perceptual state
    4. Purchase situation
19. Which of the following is a characteristic of a highly involved consumer?
    1. Greater interest in the product
    2. Spending more time researching the product
    3. Engaging in extensive problem solving
    4. **All of these activities characterize highly involved consumers**
20. In a \_\_\_\_\_\_\_\_\_\_\_ search for information, the buyer examines his or her own memory and knowledge about the product or service gathered through past experiences.
    1. External
    2. **Internal**
    3. Outside
    4. Inside