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**Chapter 4 quiz:**

1. Which of the following is not a part of the decision-making model?
   1. Problem recognition
   2. Information Search
   3. Purchase Decision
   4. Post purchase Evaluation
   5. Need of recognition
2. Relevant internal psychological processes include:
   1. motivation, perception, attitude formation, integration, and learning
   2. physiological, safety, social needs, esteem needs, and self-actualization needs
   3. in-depth interviews, projective techniques, association tests, and focus groups
   4. sensation, selecting info, interpreting the info, and selective perception
3. Physiological, safety, social needs, esteem needs, and self-actualization needs are all needs included in:
   1. research method
   2. Maslow’s hierarchy of needs
   3. psychoanalytic theory
   4. perception
4. Perception process includes all aspects except:
   1. Sensation
   2. selecting info
   3. interpreting the info
   4. selective perception
   5. information search
5. When consumers do not remember all the info they see, hear, or read after attending to and comprehending it is called:
   1. Selective retention
   2. Selective comprehension
   3. Selective attention
   4. Selective exposure

6. Which of the following is NOT a part of Thorson and Moore’s strategic planning triangle?

1. Select persuasion tools
2. Consolidate brands value proposition
3. Identify and profile target segment
4. Analyze the competitive field

7. Markets for products and services purchased by individuals or households to satisfy a specific need are what kind of market?

A. Consumer market

B. Business market

C. Competitive market

D. Target market

8. What decade was the term Psychographic coined?

A. 1920’s

B. 1940’s

C. 1960’s

D. 1980’s

9. What type of segmentation divides consumers based on descriptors such as age, gender, race, income, and education?

A. Geographic Segmentation

B. Demographic Segmentation

C. Lifestyle Segmentation

D. Psychographics

10. What market segment is made up of a gradual but constant influx of first time buyers?

A. Emergent consumers

B. Point - of – entry market

C. Variety seekers

D. Heavy users

11. STP marketing is a process marketers use to formulate marketing strategies for their brands. What does STP stand for?

1. segmenting, targeting, and positioning
2. Strategic, tactics, and programming
3. Sell, target, and promises
4. Segmenting, tactics, and programming

12. Activities, interests, and opinions can be segmented into which sub group?

1. Demographics
2. Psychographics
3. Lifestyles
4. Benefits sought\

13. What are the three apexes of Thorson and Moore’s Strategic Planning Triangle?

1. Identify, specify, and select
2. Segment, target, and positioning
3. Notice, apply, and pursue
4. Enter, select, and target

14. A \_\_\_\_\_\_\_\_\_\_\_\_ is a statement of the brand’s various benefits (functional, emotional, and self-expressive) that create value for the customer.

1. Segmenting
2. Value proposition
3. Value adding
4. Targeting

15. When markets are segmented by benefits package, it is called?

1. Benefits sought
2. Lifestyles
3. Psychographics
4. Commitment levels

16.What consumer consumes products at a higher rate than most?

1. Excessive consumers
2. Heavy consumers
3. Advanced consumers
4. Intensive consumers

17. Which of the following is a statement of the functional, emotional, and self-expressive benefits that are delivered by the brand and provide value to customers in the target segment?

1. Functionality of the market
2. Market repositioning
3. Value proposition
4. Market niche

18. Which option takes a specific profile of the target user as the focal point of the positioning strategy?

A. Benefit positioning

B. User positioning

C. Competitive positioning

D. Customer positioning

19. Aligning the marketing mix to yield distinctive approval for the target segment is

1. Targeting
2. Differentiation
3. Positioning
4. Segmenting

20. Choosing specific segments as the focal point for marketing effort is

1. Positioning
2. Segmentation
3. Targeting
4. Differentiation

Answer Key

1.e

2.a

3.b

4.e

5.a

6.d

7.a

8.c

9.b

10.a

11.a

12.a

13.a

14.b

15.a

16.b

17.c

18.b

19.c

20.c