1. What is NOT a risk associated with purchase decisions?  
   a. Performance  
   b. Financial  
   c. Social  
   **d. All of these are risks associated with purchase decisions**

2. What stage does the consumers complete the recognition stage in the consumer decision process?

a. Secondary Needs

b. Primary need

**c. Search for Information**

d. Evaluate alternatives

3. What are the two types of information search?

a. Location search and Risk search

b. **Functional search and Internal search**

c. Functional search and Risk search

d. External search and Internal search

4. Who came up with one of the best-known paradigms for explains for have needs for love, esteem, and self-actualization?

a. Sigmund Freud

**b. Abraham Maslow**

c. Abraham Lincoln

d. Carl Jung

5. What step does the consumer search for information during the consumer decision process?

a. First

**b. Second**

c. Third

d. Forth

6. Which of the following are possible postpurchase outcomes?  
a. Customer loyalty (or disloyalty)  
b. Customer satisfaction  
c. Postpurchase cognitive dissonance  
**d. All of the above**

7. A(n) \_\_\_\_\_ risk is a risk concerned with how a person will feel if the product or service does not convey the right image.  
**a. psychological**  
b. social  
c. consumer  
d. image

8. Which of the following brands launched a successful social media campaign stressing determinant attributes to appeal to Millennial consumers looking for healthier alternatives?  
a. Kashi  
**b. La Croix**  
c. Chipotle  
d. Michelob (Ultra)

9. Which set of attributes are features that are important to the buyer and on which competing brands are perceived to differ?  
**a. Determinant**  
b. Hard  
c. Soft  
d. Product

10. Which of the following is one element in the choice architecture that encourages consumers to purchase impulse products?  
a. Push  
b. Bump  
**c. Nudge**  
d. Coax

11. Which of the following is not a step in the consumer decision process?  
a. Need Recognition  
b. Information Search  
c. Alternative Evaluation  
**d. Weighted Choice**

12. According to the reading, buying a Dior purse as opposed to a cheaper option is an example of?  
a. A want  
b. A luxury need  
c. A Functional need  
**d. A Psychological need**

13. According to the reading, people who do extensive research before buying a stock have?  
a. External information  
**b. An internal Locus of control**  
c. An investment need  
d. Access to more information

14. The 5 types of risk associated with delayed or discouraged purchases include which of these?  
**a. Performance**  
b. Economic  
c. Religious  
d. Socio-political

15. Consumer decision rules can be?  
a. Compensatory  
b. Non-Compensatory  
c. Mutually exclusive  
**d. A&B above.**

16. High Involvement Consumers tend to display what kind of buying behavior?  
a. Peripheral Processing  
b. Less Attention  
**c. Deeper Processing**  
d. Weak Attitude

17. Which purchasing decision is NOT an example of Limited Problem Solving?  
a. Habitual Decision Making  
b. Relying on past experience  
c. Impulse Buying  
**d. Seeking Information**

18. What is a Social element that influences the Consumer Decision Making Process?  
a. Family  
b. Reference Groups  
c. Culture  
**d. All of the above**

19. What is the third group in Maslow’s Hierarchy of Needs?  
**a. Love**  
b. Safety  
c. Esteem  
d. Physiological

20. \_\_\_\_\_\_ refers to the way consumers spend their time and money to live.  
a. Learning  
**b. Lifestyle**  
c. Perception  
d. Culture