Review for Test 2 ch 6, 8, 9 & 10

Know what the consumer decision model is and the steps involved.

Know the definitions and differences of risk.

Know how consumers search for information about new products

Define and describe the universal set, retrieval set, and evoked set

What is an attitude and what are they made up of ?

What are situational Factors?

What are the 4 components of a country market assessment?

What is infrastructure and what does it consist of?

What are BRIC and why are they important to marketers?

What are the four ways to enter a market? Which of the four entry modes are least risky? Most risky?

Know some of the major trade agreements?

What type of government actions should marketers analyze?

How do marketers analyze the sociocultural environment?

What six components make up Hoefstede’s cultural dimension schema?

What are the 5 steps in the STP process?

Know the definitions of and differences among the 5 segmentation methods

How do marketers evaluate segment attractiveness?

What are the 4 targeting strategies and how do they differ from one another?

What is positioning and what methods are used to position products?

What are the 5 steps in the market research process?

What is a sample?

What is the difference between qualitative and quantitative research?

What is the difference between secondary and primary data?

What are the four types of qualitative research?

What are the four types of quantitative research?