

Quiz (2) for Principles of Marketing (Sessions 4-7)

Major _____ Class _____ Name _____ Score _____

I. Fill in the blanks with either “T” or “F” to mean “True” or “False” as your judgment for the following statements:

- () 1. Mail questionnaires provide excellent sample control since they can be addressed to a particular individual.
- () 2. Group interviewing is quite flexible but unfortunately cannot be used to collect large amounts of data.
- () 3. People within a reference group who exert influence due to some special knowledge or skill or other characteristic are called aspirationalists.
- () 4. The lifestyle concept, when used carefully, can help the marketer understand changing consumer values and how they affect buying behavior.
- () 5. A motive is a need that is sufficiently pressing to direct the person to seek satisfaction.
- () 6. Another term for postpurchase conflict is cognitive dissonance.
- () 7. Although technical personnel are often buying center gatekeepers, personal secretaries almost never are.
- () 8. Just-in-time production systems are part of the environmental forces influencing business buying behavior.
- () 9. A value analysis is appropriately conducted during the product specification stage of the business buying process.
- () 10. Salient attributes are those that come to a consumer’s mind when he or she is asked to think of a product’s characteristics.

II. Choose one best answer out of the given choices:

1. All of the following statements about marketing information systems are true except
 - a. The MIS begins with the marketing research director and ends with the marketing manager.
 - b. The MIS interacts with managers to access their information needs.
 - c. The MIS develops the needed information from internal company records, marketing intelligence activities, and the marketing research process.
 - d. In the MIS, information analysis processes the information to make it more useful.
 - e. The MIS distributes information to managers in a useful and timely form to aid their decision making.
2. Jim owns a marketing research firm specializing in measuring consumer attitudes towards mall shopping. To help her clients, Jill identifies consumer attitudes by demographic groups likely to provide good potential markets for products. Jill’s

- firm specializes in which type of marketing research?
- Exploratory
 - Causal
 - Investigative
 - Correlational
 - Descriptive
3. The type of mechanical observation that monitors consumer purchases linked to their exposure to various marketing activities such as advertisements is called:
- interview research
 - single-source data systems
 - experimental research
 - quasi-experimental research
 - multi-link data systems
4. Which of the following is NOT one of the key cultural factors influencing consumer behavior?
- Culture
 - Subculture
 - Social class
 - Personality
 - All of the above are cultural factors.
5. Groups which have a direct influence on how a person behaves and to which a person belongs are called:
- membership groups
 - facilitative groups
 - bonding groups
 - social groups
 - birthright groups
6. After the sale, Marketing communications providing evidence and support to help consumers feel good about their brand choice is especially appropriate under which of the following situations?
- Complex buying behavior
 - Forced-choice buying behavior
 - Habitual buying behavior
 - Problem-solution buying behavior
 - Dissonance-reducing buying behavior
7. In terms of the information search stage of the consumer behavior model, simply becoming more receptive to information about products of interests is called:
- receptive attention
 - heightened attention
 - prolonged attention
 - extended attention
 - proactive attention
8. When consumers follow an evaluation procedure whereby a product must have a minimum combination of features to be selected, we say they are using:
- construct model of consumer choice
 - conjunctive model of consumer choice
 - conductive model of consumer choice
 - disjunctive model of consumer choice
 - disassociate model of consumer choice
9. When consumer demand increases slightly but leads to a large increase in business market demand, we can say that the business market is experiencing :
- geographic demand
 - elastic demand
 - inelastic demand
 - induced demand
 - fluctuating demand

10. The key to successful systems buying and selling as a marketing strategy lies in:
- a. providing the lowest costs on components.
 - b. providing the lowest costs on services
 - c. providing the highest quality components.
 - d. providing the highest quality service.
 - e. providing the most complete system for meeting the customer's needs.

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