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| 1. In the introduction featuring Toby's Estate, the company is described to have adopted a 'social, ethical and environmental' philosophy. This is a contributing factor to their success in the Australian market.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 2. Consumer behaviour is the totality of consumers' decisions with respect to the acquisition and not consumption or disposition of goods, services, time and ideas by human decision-making units over time.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | |

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| 3. Each Australian household spends on average $264 per day on goods in services (AU average).   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 4. Broad themes that affect consumer behaviour are: the psychological core, the process of making decisions, the consumer's culture and consumer behaviour outcomes.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 5. In consumer behaviour, recognising a problem occurs when consumers realise they have an unfilled want.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | |

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| 6. Consumer behaviour outcomes include the symbolic use of products and the diffusion of ideas, products or services through a market.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 7. Anjala is an avid Western Bulldogs fan and meets Katy, who is one also. They may consider each other as part of their reference group for footy events and related activities.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 8. One reason marketers study consumer behaviour is because it helps them to create new products targeted at the right segments.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 9. Research indicates that we understand the differences between brands better when we can view a chart, matrix, or grid comparing brands and their attributes.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 10. It is necessary to understand consumers' disposition behaviours when advocating recycling programs.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 11. Even though the selling price of an iPhone is set by Apple, different consumers may have different perceptions of how much it is worth.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 12. Usage is one of the main topics of consumer behaviour.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 13. Understanding how consumers comprehend and categorise information is important to recognising and guarding against misleading advertising.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | |

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| 14. The consumer behaviour field looks at   |  |  |  | | --- | --- | --- | |  | a. | how consumers are the most important element of the marketing mix. | |  | b. | the totality of consumers' decisions with respect to acquisition, consumption and disposition of goods, services, activities, experiences, people and ideas by human decision-making units over time. | |  | c. | only the behaviour of consumers while in a retail environment. | |  | d. | the purchases of tangible goods but not services. | |  | e. | the persuasion of individuals to increase consumption at one period of time. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 15. The \_\_\_\_ field is one that looks at the totality of consumers' decisions with respect to acquisition, consumption and disposition of goods, services, time and ideas by human decision-making units over time.   |  |  |  | | --- | --- | --- | |  | a. | anthropology | |  | b. | consumer behaviour | |  | c. | economics | |  | d. | psychology | |  | e. | customer management |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 16. An offering is a product, service, activity or idea   |  |  |  | | --- | --- | --- | |  | a. | that is acquired but not used by consumers. | |  | b. | that is used but not acquired by consumers. | |  | c. | marketed by a firm but not yet available in the marketplace. | |  | d. | offered by a marketing organisation to consumers. | |  | e. | in the marketplace but not yet accepted by consumers. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 17. The process by which a consumer comes to obtain an offering is known as   |  |  |  | | --- | --- | --- | |  | a. | usage. | |  | b. | disposition. | |  | c. | offering. | |  | d. | acquisition. | |  | e. | ostentation. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 18. ANZAC Day products are an example of how \_\_\_\_ has symbolic implications.   |  |  |  | | --- | --- | --- | |  | a. | usage | |  | b. | disposition | |  | c. | offering | |  | d. | acquisition | |  | e. | marketer-control |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 19. Spreading negative word-of-mouth is an example of how consumers' usage of a product   |  |  |  | | --- | --- | --- | |  | a. | can influence other consumer behaviours. | |  | b. | impacts disposition. | |  | c. | has hedonic implications for acquisition. | |  | d. | has symbolic implications for disposition. | |  | e. | will lead to other offerings in the marketplace. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 20. Davos carefully recycles all of his paper and plastics after using them. This is an example of   |  |  |  | | --- | --- | --- | |  | a. | conspicuous consumption. | |  | b. | conspicuous acquisition. | |  | c. | relevant marketing. | |  | d. | disposition behaviour. | |  | e. | gestation. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 21. Studying this type of consumer behaviour allows marketers to provide a need for customers who are concerned about what to do with a product after usage.   |  |  |  | | --- | --- | --- | |  | a. | Usage | |  | b. | Disposition | |  | c. | Acquisition | |  | d. | Product | |  | e. | Switching |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 22. Mike searches carefully for his coffee beans before buying. He has many uses for the coffee after purchasing. He makes coffee, coffee ice cream and coffee cake. After using the coffee, Mike uses the grinds in the garden. This is an example of Mike engaging in \_\_ within the study of consumer behaviour.   |  |  |  | | --- | --- | --- | |  | a. | acquisition | |  | b. | usage | |  | c. | disposal | |  | d. | acquiring new information | |  | e. | making smart and environmentally friendly choices |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 23. The consumer behaviour process occurs over time as the consumer acquires, uses and disposes of the product. This is part of   |  |  |  | | --- | --- | --- | |  | a. | a one-way process. | |  | b. | a process isolated by active behaviours that are reactive. | |  | c. | the memory network. | |  | d. | a dynamic process. | |  | e. | the judgement framework. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 24. Sometimes there are many people involved in an acquisition decision and they may take on different roles. Russell and his family are buying a new house in Sydney’s inner west. He has researched different builders, models and prices of homes from RealEstate.com.au. Russell's role in the group decision would be the role of the \_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | Buyer | |  | b. | information gatherer | |  | c. | Influencer | |  | d. | Disposer | |  | e. | User |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 25. The first decision Zach must make about attending a Kylie Minogue concert is most likely   |  |  |  | | --- | --- | --- | |  | a. | why he would go to the concert. | |  | b. | when to go to the concert. | |  | c. | whether to go to the concert. | |  | d. | Which of Kylie Minogue’s concert to attend. | |  | e. | how long he should spend the concert. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 26. All of the following are ways of acquiring an offering except   |  |  |  | | --- | --- | --- | |  | a. | buying. | |  | b. | sharing. | |  | c. | finding. | |  | d. | dispensing. | |  | e. | bartering. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 27. Disposable cameras were a flop at first. Consumers doubted that they could take good picture. When disposable cameras were repositioned ‘for those who forgot their camera on vacation’ or ‘for those who do not want to ruin their expensive camera on the beach or slopes’ sales increased. This could be best thought of as a successful example of marketers understanding   |  |  |  | | --- | --- | --- | |  | a. | how consumers dispose of cameras. | |  | b. | why consumers acquire cameras. | |  | c. | media marketing techniques. | |  | d. | the limits of disposable optical engineering. | |  | e. | the information search process. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 28. George's manager's birthday is tomorrow. As George shops online, he must think of something to buy for her. What is the primary difference between the decisions he will make now and those he would make when purchasing for himself?   |  |  |  | | --- | --- | --- | |  | a. | Disposal is involved in the process. | |  | b. | The brand name of the products is involved. | |  | c. | There are purchasing situational differences. | |  | d. | There are advertising viewing differences. | |  | e. | One individual must assess another individual's wants. |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 29. Kathy agreed to give Terence her old iPhone in exchange for Terence’s old Android phone so that both have new phones to them and save money in the process. This is an example of   |  |  |  | | --- | --- | --- | |  | a. | buying. | |  | b. | borrowing. | |  | c. | finding. | |  | d. | dispensing. | |  | e. | bartering. |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 30. Sharing or borrowing   |  |  |  | | --- | --- | --- | |  | a. | is a symbolic form of gift giving. | |  | b. | follows the disposition phase of consumer behaviour. | |  | c. | affects why consumers use the product. | |  | d. | is a form of acquisition that is a major problem for retailers. | |  | e. | is a consumer behaviour that does not concern marketers. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 31. JB Hi Fi gives cash or credit toward a better smartphone in return for a customer's older smartphone. This transaction is known as   |  |  |  | | --- | --- | --- | |  | a. | purchasing. | |  | b. | consumption. | |  | c. | gift giving. | |  | d. | trading. | |  | e. | borrowing. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 32. A big product-usage problem for marketers is that consumers become dissatisfied because   |  |  |  | | --- | --- | --- | |  | a. | the product is used incorrectly. | |  | b. | too little of the product is used. | |  | c. | too much of the product is used. | |  | d. | the product is used at the wrong time. | |  | e. | the product is not used for a sufficiently long period of time. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 33. Thomas realised that his mobile phone was no longer serving him the way it used to. In order to dispose of this offering, he has a choice to   |  |  |  | | --- | --- | --- | |  | a. | acquire the item permanently, keep it safe, or get rid of it permanently. | |  | b. | dispose of the item, acquire it, or get rid of it temporarily. | |  | c. | find a new use for the item, get rid of it temporarily, or get rid of it permanently. | |  | d. | acquire the item temporarily, dispose of it, or keep it. | |  | e. | acquire the item, keep it, or get rid of it temporarily. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 34. Some consumers are interested in collecting rather than \_\_\_\_ items, even if the items no longer serve a functional purpose.   |  |  |  | | --- | --- | --- | |  | a. | renting | |  | b. | disposing | |  | c. | bartering | |  | d. | borrowing | |  | e. | trading |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 35. Curtis collects Pepsi and Coke bottles. He also uses old cola to clean the rust off his car. These are two examples of how to   |  |  |  | | --- | --- | --- | |  | a. | dispose of a product. | |  | b. | keep an item after it has lost its original usage. | |  | c. | collect items in creative ways. | |  | d. | get rid of items temporarily. | |  | e. | get rid of items permanently. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 36. The advent of 24-hour grocery stores, health clubs and catalogue ordering systems are all examples of the provision of   |  |  |  | | --- | --- | --- | |  | a. | flexibility in the timing of acquisitions. | |  | b. | interactive marketing. | |  | c. | chain-store marketing. | |  | d. | easily accessed disposal. | |  | e. | expanded product usage and functions. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 37. E-commerce, high-end vending machines and mobile commerce are all examples of   |  |  |  | | --- | --- | --- | |  | a. | symbolic consumption. | |  | b. | new technology that changes the types of products that consumers will order. | |  | c. | changes in information technology affecting where we can acquire goods. | |  | d. | new technology that primarily affects the disposal of products. | |  | e. | examples of personal selling. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 38. Antacid marketers find their best sales period is during the Christmas holiday season, when consumers do just a little too much indulging. This is an example of   |  |  |  | | --- | --- | --- | |  | a. | seasonal sales promotions. | |  | b. | seasonal variations in consumption. | |  | c. | cycles in the disposition process. | |  | d. | the dynamic process of consumer behaviour. | |  | e. | the unusually large effect of mass-consumer purchasing on the digestive process. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 39. The increase in the home delivery of food, videos and convenience goods such as UberEats most directly affects   |  |  |  | | --- | --- | --- | |  | a. | increasing prices. | |  | b. | developing smaller package sizes. | |  | c. | stimulating negative word-of-mouth. | |  | d. | where consumption is done. | |  | e. | using generic brand names. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 40. An advertising campaign suggested multiple uses of baking soda. This is an example of increasing frequency of usage to   |  |  |  | | --- | --- | --- | |  | a. | decrease product sales. | |  | b. | increase brand awareness. | |  | c. | affect the way in which we acquire goods. | |  | d. | increase product sales. | |  | e. | increase consumer awareness of the product category. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 41. Baby shampoo advertising that includes adults using the product may help increase sales by suggesting the consumer   |  |  |  | | --- | --- | --- | |  | a. | use the product more frequently. | |  | b. | use larger amounts of the product. | |  | c. | use the product for longer periods of time. | |  | d. | use the product in a different location. | |  | e. | purchase the product in a different location. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 42. In testing the consumption of tortilla chips, a company discovers that many consumers will eat an entire 150 gram bag in one sitting. What additional knowledge of consumers' usage could increase the company's sales?   |  |  |  | | --- | --- | --- | |  | a. | New biodegradable packaging is developed to appeal to an environmentally conscious segment of consumers. | |  | b. | Humorous advertising campaign increases awareness of the brand. | |  | c. | Research shows that consumers will also eat a 200 gram bag in one sitting. | |  | d. | Tests determine that increasing the size of the logo on the package better connects the product with advertisements. | |  | e. | Small drops in price bring large increases in sales. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 43. Compulsive theft, spending, gambling and eating are examples of consumers engaging in   |  |  |  | | --- | --- | --- | |  | a. | unique methods of disposal of products. | |  | b. | excessive acquisition. | |  | c. | illegal activities in the purchase of goods. | |  | d. | excessive consumer motivation. | |  | e. | behaviours that will reduce product usage in the long run. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 44. If Jeremy’s decision about which theme park to go to on the Gold Coast is influenced by his children, his children can be said to be Jeremy’s \_\_   |  |  |  | | --- | --- | --- | |  | a. | psychological core. | |  | b. | personality. | |  | c. | culture. | |  | d. | motivation, ability and opportunity. | |  | e. | None of these choices. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 45. A consumer wants to purchase a new automobile because hers got stolen. This consumer probably has a high level of   |  |  |  | | --- | --- | --- | |  | a. | ability. | |  | b. | perception. | |  | c. | motivation. | |  | d. | exposure. | |  | e. | opportunity. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 46. A consumer wants to purchase a new automobile. Since she is on vacation and has some free time, she has the \_\_\_\_ to learn as much as possible about her decision.   |  |  |  | | --- | --- | --- | |  | a. | ability | |  | b. | perception | |  | c. | motivation | |  | d. | exposure | |  | e. | opportunity |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 47. A consumer wants to purchase a new automobile. Having three years of experience as an amateur auto mechanic, she has the \_\_\_\_ to learn as much as possible about her decision.   |  |  |  | | --- | --- | --- | |  | a. | ability | |  | b. | perception | |  | c. | motivation | |  | d. | exposure | |  | e. | opportunity |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 48. Jeremy wants to go on a four-wheel driving trip to Cape York, Queensland. He has been four-wheel driving with his mates for several years and now he is off on annual leave. As an internal consumer process, this is an example of having   |  |  |  | | --- | --- | --- | |  | a. | motivation, ability and opportunity. | |  | b. | exposure, disposal and memory. | |  | c. | acquisition, usage and disposal. | |  | d. | perceptiveness, retention and memory. | |  | e. | exposure, disposal and retention. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 49. Jeremy is very motivated to choose a good location for his four-wheel driving trip during his summer holidays. Before Jeremy decides on how to go on his four-wheel driving trip, he must first make sure he has \_\_\_\_ information.   |  |  |  | | --- | --- | --- | |  | a. | perception of | |  | b. | attention to | |  | c. | a good attitude toward | |  | d. | exposure to | |  | e. | psychological insight toward |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 50. Even if consumers are exposed to information about a product, they must first \_\_\_\_ it in order for it to have an effect.   |  |  |  | | --- | --- | --- | |  | a. | be exposed | |  | b. | perceive | |  | c. | understand | |  | d. | comprehend | |  | e. | cognitively manage |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 51. Benjamin was exposed to an ad for *Kringle’s*, a new brand of potato chips, but only motivation will lead him to   |  |  |  | | --- | --- | --- | |  | a. | be exposed. | |  | b. | perception. | |  | c. | disposition. | |  | d. | pay attention. | |  | e. | the psychological core. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 52. Nathan would only travel to the Yarra Valley if he considered it a weekend trip and not a long vacation. Thus, it depended on   |  |  |  | | --- | --- | --- | |  | a. | whether he comprehended the choices that were available in his consideration set. | |  | b. | if he paid attention to the choices. | |  | c. | how he categorised the product with respect to other choices. | |  | d. | how he modified the information that was available to him. | |  | e. | if he retrieved the information correctly. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 53. Attitudes do not   |  |  |  | | --- | --- | --- | |  | a. | change. | |  | b. | form from exposure to information. | |  | c. | relate to choice. | |  | d. | form from exposure to advertising. | |  | e. | always predict behaviour. |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 54. Problem recognition occurs when consumers   |  |  |  | | --- | --- | --- | |  | a. | form an attitude. | |  | b. | form affect toward an object. | |  | c. | expose themselves to persuasive information. | |  | d. | realise that they have an unfulfilled need. | |  | e. | categorise information in a schematic framework. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 55. An auto manufacturer starts an advertising campaign that stresses the benefits of purchasing a new car every five years so that consumers who are driving an older car will start to want to purchase an automobile. This is an example of a company appealing to what phase of the consumer decision-making process?   |  |  |  | | --- | --- | --- | |  | a. | recognition and recall | |  | b. | categorisation and comprehension | |  | c. | consumer behaviour outcomes | |  | d. | problem recognition | |  | e. | exposure and perception |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 56. Whitney has decided to have her ears pierced so that she could wear pretty earrings. However, after the piercing, her ears became infected. Her expectations of the experience were not met, thus Whitney was   |  |  |  | | --- | --- | --- | |  | a. | satisfied. | |  | b. | complacent. | |  | c. | dissatisfied. | |  | d. | evaluative. | |  | e. | normative. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 57. Jud considers many criteria when purchasing a new mouse for his computer. He wants it to be comfortable, functional and reflect his personality. He always considers every choice before making a decision. This decision is known as a(n)   |  |  |  | | --- | --- | --- | |  | a. | acquisition disposal loop. | |  | b. | long-term memory retrieval process. | |  | c. | high-effort judgement and decision-making process. | |  | d. | categorisation and comprehension process. | |  | e. | memory formation process. |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 58. Koa is nine years old and wants to be a professional NBL player when he grows up. He tries to emulate the behaviour of NBL stars and pays attention to ads that use NBL players as spokespersons. In marketing terms, NBL players are \_\_\_\_ to Koa.   |  |  |  | | --- | --- | --- | |  | a. | a reference group | |  | b. | a lifestyle emulator | |  | c. | a motivational icon | |  | d. | a subculture | |  | e. | really, really cool |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 59. Reference groups are a group of people   |  |  |  | | --- | --- | --- | |  | a. | we go to when we want to increase our knowledge of social influence. | |  | b. | we compare ourselves to for information about ourselves. | |  | c. | who are experts to whom we can ask brand and product information. | |  | d. | who are subcultural groups. | |  | e. | who are friends or who can refer us to people who will help. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 60. Jim had a group of people to which he always compared himself for information about life, what to buy, who to date, etc. These people can be best thought of as a(n)   |  |  |  | | --- | --- | --- | |  | a. | articulation network. | |  | b. | reference group. | |  | c. | ethnic group. | |  | d. | social support group. | |  | e. | subcultural framework. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 61. Jeremiah likes heavy metal and wears T-shirts with images of his favourite bands, and carries notebooks with sticker of his favourite artists. Jeremiah is using products as \_\_ to express his identity.   |  |  |  | | --- | --- | --- | |  | a. | personal signs | |  | b. | consumption networks | |  | c. | social flags | |  | d. | open signals | |  | e. | symbols |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 62. In developing marketing strategies and tactics, marketing managers must first   |  |  |  | | --- | --- | --- | |  | a. | understand consumer needs and wants. | |  | b. | formulate strategy. | |  | c. | attend to distribution. | |  | d. | eliminate the focus on finance in the company. | |  | e. | advertise to maximise exposure. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 63. Prices tend to end in .99 mainly because this price   |  |  |  | | --- | --- | --- | |  | a. | is the MSRPs suggestion. | |  | b. | is mandated by the MSRP. | |  | c. | enhances perception of product quality. | |  | d. | is perceived by consumers to be cheaper. | |  | e. | is the default by retail managers. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 64. Individuals who band together to protest increasingly loose morals and mocking of families on television shows are best known as a(n)   |  |  |  | | --- | --- | --- | |  | a. | consumer cooperative. | |  | b. | rating band. | |  | c. | regulator. | |  | d. | advocacy group. | |  | e. | public service. |  |  |  | | --- | --- | | *ANSWER:* | d | |

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| 65. The Federal Trade Commission protects consumers from deceptive advertising by studying how consumers perceive and comprehend marketing communications. The FTC seeks:   |  |  |  | | --- | --- | --- | |  | a. | more transparent disclosure of what consumer information is being collected and how it will be used. | |  | b. | to eliminate cusswords on radio stations including XM. | |  | c. | an advocacy group understanding consumer behaviour to protest unfair marketing. | |  | d. | reference group members to study online newspapers impact of offline subscriptions. | |  | e. | a way to monitor e-commerce. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 66. To recognise and guard against misleading advertising, it is most important to   |  |  |  | | --- | --- | --- | |  | a. | understand the acquisition process. | |  | b. | understand how consumers comprehend and categorise information. | |  | c. | target the market. | |  | d. | understand high-involvement consumer choice and judgement processes. | |  | e. | alter the memory formation process. |  |  |  | | --- | --- | | *ANSWER:* | b | |

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| 67. For many years Westpac has developed marketing communications that stress how low its interest rates are for their line of credit cards. What type of marketing strategy is Westpac using?   |  |  |  | | --- | --- | --- | |  | a. | co-branding | |  | b. | product placement | |  | c. | product positioning | |  | d. | brand extension | |  | e. | perceptual mapping |  |  |  | | --- | --- | | *ANSWER:* | c | |

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| 68. Every year millions of smokers attempt to quit the habit, but relatively few succeed. To help smokers quit, pharmaceutical companies developed the nicotine patch. In this situation, an understanding of consumer behaviour helps to   |  |  |  | | --- | --- | --- | |  | a. | segment the market into homogenous groupings of consumer needs and wants. | |  | b. | aid consumers in the product attribute retrieval process. | |  | c. | determine consumer satisfaction with the attributes of a product. | |  | d. | select a target market from among numerous segments. | |  | e. | develop a new product. |  |  |  | | --- | --- | | *ANSWER:* | e | |

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| 69. Diet Coke had a makeover; its new cans are redesigned for the first time since its product launch. Its wavy spirit and style implies that Coca-Cola thinks the bottle will attract consumers' attention and might bring back favourable memories of the 1960s, with its hip retro vibe. This is an example of how consumer behaviour can   |  |  |  | | --- | --- | --- | |  | a. | select a target market from among numerous segments. | |  | b. | aid consumers in the product attribute retrieval process. | |  | c. | determine consumer satisfaction with the attributes of a product. | |  | d. | aid in decisions about the product mix | |  | e. | develop a new product. |  |  |  | | --- | --- | | *ANSWER:* | a | |

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| 70. Marketing managers must study consumers in order to determine which media vehicles to use for advertising. Which of the following is NOT a media vehicle?   |  |  |  | | --- | --- | --- | |  | a. | television commercials | |  | b. | ads in magazines | |  | c. | billboards by the side of the road | |  | d. | signs on city buses | |  | e. | All of these choices are examples of media vehicles. |  |  |  | | --- | --- | | *ANSWER:* | e | |