

MKET130
Online Quiz Ch5

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Grade 10 out of 10 (100%)

Question 1

Correct

Mark 1 out of 1

Flag question

Marketing stimuli include which of the following?

Select one:

- a. C) technological stimuli
- b. D) social stimuli
- c. A) economic stimuli
- d. E) cultural stimuli
- e. B) price stimuli ✓

Question 2

Correct

Mark 1 out of 1

Flag question

Subcultures include nationalities, religions, geographic regions, and _____.

Select one:

- a. E) income levels
- b. A) genders
- c. D) racial groups ✓
- d. C) professions
- e. B) ages

Your answer is correct.

Question 3

Correct

Mark 1 out of 1

Flag question

_____ is the most basic determinant of a person's wants and behavior.

Select one:

- a. B) Brand personality
- b. E) Attitude
- c. A) Culture ✓
- d. D) Motive
- e. C) Cognitive dissonance

Your answer is correct.

The correct answer is:

Question 4

Correct

Mark 1 out of 1

Flag question

Consumer purchases are influenced strongly by characteristics that marketers cannot control but must take into account, including cultural, social, psychological, and _____ characteristics.

Select one:

- a. E) genetic
- b. B) professional
- c. D) personal ✓
- d. A) economic
- e. C) medical

Question 5

Correct

Mark 1 out of 1

Flag question

Consumers can easily explain what influences their purchases.

Select one:

- True
- False ✓

The correct answer is 'False'.

Question 6

Correct

Mark 1 out of 1

Flag question

_____ are people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others.

Select one:

- a. D) Stealth marketers
- b. C) Surrogate consumers
- c. E) Lagging adopters
- d. B) Innovators
- e. A) Opinion leaders ✓

Question 7

Correct

Mark 1 out of 1

Flag question

The starting point of understanding how consumers respond to various marketing efforts is called the stimulus-response model of buyer behavior.

Select one:

- True ✓
- False

The correct answer is 'True'.

Question 8

Correct

Mark 1 out of 1

Flag question

Since a person's economic situation will affect her store and product choices, marketers watch trends in spending, personal income, interest rates, and _____.

Select one:

- a.
B) savings ✓
- b.
C) home purchases
- c.
D) rents
- d.
A) employment
- e.
E) fuel prices

Question 9

Correct

Mark 1 out of 1

Flag question

Companies can research many aspects of buying decisions. However, the one that is the most difficult to identify is _____.

Select one:

- a. B) how and how much they buy
- b. C) why they buy ✓
- c. E) where they buy
- d. D) when they buy
- e. A) what consumers buy

Question 10

Correct

Mark 1 out of 1

Flag question

According to the model of buyer behavior, which of the following is one of the two primary parts of a "buyer's black box"?

Select one:

- a. C) buyer's spending habits
- b. D) social stimuli
- c. E) promotion stimuli
- d. A) technological stimuli
- e. B) buyer's decision process ✓