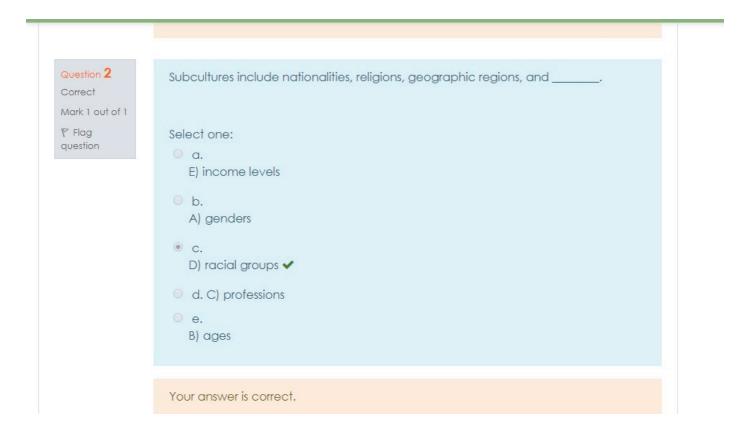
MKET130 Online Quiz Ch5

By: Hana Hirzallah

Grad	de 10 out of 10 (100%)						
Question 1 Correct	Marketing stimuli include which of the following?						
Mark 1 out of 1	Select one:						
₹ Flag question	a.C) technological stimuli						
	b.D) social stimuli						
	c. A) economic stimuli						
	d.E) cultural stimuli						
	e.B) price stimuli ✓						



Question 3
Correct
Mark 1 out of 1
P 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 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
P 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

O C.

D) rents

d.

A) employment

e.

E) fuel prices

							0
Q	U	e	S	ti	0	n	9

Correct

Mark 1 out of 1

P 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 🗸
- 0 0
 - E) where they buy
- d.
 - D) when they buy
- e. A) what consumers buy

Question 10

Correct

Mark 1 out of 1

P 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:

- 0 a
 - C) buyer's spending habits
- b.
 - D) social stimuli
- O C.
 - E) promotion stimuli
- d.
- A) technological stimuli
- A
 - B) buyer's decision process 🗸