

**MKET130**  
**Online Second Exam (Ch 4, 5, 6)**

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Omar thought he had received the best deal on his new car. Shortly after the buying of the car, Omar started to notice certain disadvantages of his new car as he learned more about other cars available in the market. Omar is experiencing \_\_\_\_\_.

Select one:

- a. dissonance-reducing buying behavior
- b. need recognition
- c. marketing myopia
- d. postpurchase dissonance
- e. complex buying behavior

For quantitative research, the primary data collection instrument is the \_\_\_\_\_.

Select one:

- a. metaphor analysis
- b. interview
- c. focus group
- d. consumer panel
- e. questionnaire

Which of the following contact methods is the most cost-effective?

Select one:

- a. in-depth interviews
- b. individual interviews
- c. group interviews
- d. telephone interviews
- e. online surveys

Many companies use ethnically specific themes in their mainstream marketing strategy because marketers have realized that insights gathered from ethnic consumers can influence their broader markets. This type of marketing is known as \_\_\_\_\_ marketing.

Select one:

- a. social network
- b. cross-cultural
- c. life-style
- d. word-of-mouth
- e. buzz

Family is one of the \_\_\_\_\_ factors that influence consumer behavior.

Select one:

- a. personal
- b. psychological
- c. regional
- d. business
- e. social

Firms use competitive marketing intelligence to \_\_\_\_\_.

Select one:

- a. counter the adverse effects of organizational anarchy
- b. create organizational learning
- c. gain early warnings of competitor moves and strategies
- d. create and sustain market monopolies
- e. strengthen weak ties with industry competitors

Reem loves fashion and is always seen wearing the trendiest fashion outfits. She actively shares her knowledge with a wide group of friends and colleagues about where to shop for the latest fashion at great deals. Most of her friends and colleagues follow her fashion tips. Reem portrays the image of a(n) \_\_\_\_\_.

Select one:

- a. opinion leader
- b. brand personality
- c. lagging adopter
- d. surrogate consumer
- e. social networker

Survey research, though used to obtain many kinds of information in a variety of situations, is best suited for gathering \_\_\_\_\_ information.

Select one:

- a. interpersonal
- b. creative
- c. causal
- d. exploratory
- e. descriptive

The real value of marketing information lies in how it is used \_\_\_\_\_.

Select one:

- a. in analyzing budgets
- b. in determining selling prices for products
- c. in introducing a new product to the marketplace
- d. in creating advertising campaigns
- e. in the customer insights that it provides

For his current research project, Rami wants to select a sample in which every member has a known and equal chance of selection. In other words, Rami is looking for a \_\_\_\_\_.

Select one:

- a. simple random sample
- b. stratified random sample
- c. quota sample
- d. judgment sample
- e. convenience sample

Mona leads the marketing research division at a manufacturing company. To improve future sales of the company's products, she has decided to collect customer opinions and feedback on the current products offered by her company. For this purpose, Mona is looking for a highly flexible contact method that can be used to gather large amounts of data within the least possible time within the limitations of a small budget. In this instance, which of the following contact methods is most likely to hold the highest appeal for Mona?

Select one:

- a. individual interviews
- b. telephone interviews
- c. online surveys
- d. in-depth interviews
- e. mail questionnaires

Managers often start with \_\_\_\_\_ and later follow with \_\_\_\_\_ or \_\_\_\_\_.

Select one:

- a. causal research; exploratory research; descriptive research
- b. exploratory research; descriptive research; causal research
- c. marketing research; exploratory research; descriptive research
- d. descriptive research; causal research; exploratory research

Lisa is a marketer for Barry's Ice Cream Sandwiches. Barry's is considering reducing the number of sandwiches in a pack from 12 to 10 without reducing the price. In order to anticipate consumers' response to this kind of effective price increase, Lisa is reviewing records of customer complaints received two years ago, when Barry's reduced its packs from 15 to 12 sandwiches. These records constitute \_\_\_\_\_.

Select one:

- a. a focus group
- b. a test market
- c. internal secondary data
- d. primary data
- e. external secondary data

Which of the following types of research would be best suited for understanding the attitudes of consumers who buy a particular brand of soft drink?

Select one:

- a. causal research
- b. exploratory research
- c. demographic research
- d. internal research
- e. descriptive research

An MIS user should most likely be able to \_\_\_\_\_.

Select one:

- a. analyze employee turnover
- b. develop customer insights
- c. implement new technology
- d. increase order requests
- e. establish short-term objectives

When consumers are highly involved with an expensive, infrequent, or risky purchase but see little difference among brands, they most likely will exhibit \_\_\_\_\_.

Select one:

- a. dissonance-reducing buying behavior
- b. consumer capitalism
- c. habitual buying behavior
- d. impulse buying behavior
- e. complex buying behavior

The marketing department of a reputable firm wants to improve strategic decision making, track the actions of other players in the market, and provide early warning of opportunities and threats. Which of the following would help the firm achieve its objectives?

Select one:

- a. customer relationship management
- b. strategic planning
- c. competitive marketing intelligence
- d. ethnographic research
- e. data warehousing

With the recent explosion of information technologies, \_\_\_\_\_.

Select one:

- a. companies have ceased to maintain internal databases
- b. it has become more difficult and expensive to obtain primary data
- c. companies have ceased to feel the need for marketing information systems
- d. most marketing managers are overloaded with data and often overwhelmed by it
- e. most marketing managers are concerned solely about the duplication of content

Marketing stimuli include which of the following?

Select one:

- a. technological stimuli
- b. price stimuli
- c. social stimuli
- d. economic stimuli
- e. cultural stimuli

Kareem, a senior marketing manager of Paltel Group Company, is currently researching electronic collections of consumer information within the company network to arrive at crucial (????) marketing decisions. In this instance, Kareem is using \_\_\_\_\_.

Select one:

- a. internal databases
- b. causal research
- c. ethnographic research
- d. descriptive research
- e. data warehouses

Which of the following is most likely to be used to generate new ideas, like for positioning or repositioning a product?

Select one:

- a. quantitative research
- b. complaint analysis
- c. qualitative research
- d. applied economics
- e. controlled statistics

A successful CRM program is expected to help a company achieve all of the following EXCEPT \_\_\_\_\_.

Select one:

- a. create offers tailored to meet specific customer requirements
- b. understand the competition better
- c. provide higher levels of customer service
- d. pinpoint high-value customers and cross-sell products
- e. develop deeper customer relationships

Which of the following is an example of an open-ended question?

Select one:

- a. Would you like to try a sample?
- b. How many children do you have?
- c. How is voting going to help the nation?
- d. Are your friends in town?
- e. Do you like driving on the highway?