

MKET130
Online Second

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An MIS user should most likely be able to _____.

Select one:

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

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

Select one:

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

Family is one of the _____ factors that influence consumer behavior.

Select one:

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

Harley-Davidson promotes its motorcycles with images of independence, freedom, and power. Harley-Davidson has created a _____.

Select one:

- a. life-cycle stage
- b. self-actualization need
- c. self-concept
- d. motive
- e. brand personality

An MIS is used to _____.

Select one:

- a. test hypotheses about cause-and-effect relationships
- b. generate product interest
- c. identify demographic trends
- d. assess information needs
- e. develop marketing plans

_____ are groups to which an individual wish to belong, as when a young basketball player hopes to play someday for the Los Angeles Lakers (??? ???? ??? ??? ?????)

Select one:

- a. Membership groups
- b. Subcultures
- c. Leading adopters
- d. Aspirational groups
- e. Reference groups

In the context of the AIO dimensions for measuring consumers' lifestyles, "A" stands for _____.

Select one:

- a. achievements
- b. associations
- c. admirations
- d. attitudes
- e. activities

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

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

Select one:

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

Firms use competitive marketing intelligence to _____.

Select one:

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

Marketing stimuli include which of the following?

Select one:

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

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

Select one:

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

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

_____ consists of inviting 6 to 10 people to meet with a trained moderator to talk about a product, service, or organization.

Select one:

- a. An online survey
- b. Telephone interviewing
- c. Focus group interviewing
- d. Individual interviewing
- e. A mail questionnaire

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

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

A(n) _____ consists of people and procedures dedicated to assessing information needs, developing the needed information, and helping decision makers use the information to generate and validate actionable customer and market insights.

Select one:

- a. corporate performance management system
- b. geographic information system
- c. enterprise information system
- d. marketing information system
- e. enterprise planning system

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. Rachel portrays the image of a(n) _____.

Select one:

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

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. data warehouses
- c. descriptive research
- d. ethnographic research
- e. causal research

With the recent explosion of information technologies, _____.

Select one:

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