

☑ **MF-205, general information**

Course code: MF-205

Course name: Consumer behaviour

Date: December 11th

Duration: 09.00 - 12.00

Resources allowed: English dictionary

Notes: The multiple-choice part of the exam contributes 70% to your grade, and the case study question (Question 42) contributes 30%.

Good luck!

The professors sometimes ask for exam answers to be used for teaching purposes, but in order for this to take place, the university needs your consent.

Do you grant the University of Agder permission such permission?

Select one alternative

- Yes
- No

1 Question 1

Motivation is produced by a state of tension, which exists as the result of _____.

Select an alternative:

- satisfied desires
- unrealized desires
- unfulfilled needs
- peer pressure
- environmental forces

Maximum marks: 1

2 Question 2

The physiological needs for food, water, and air are called _____ needs.

Select an alternative:

- secondary
- innate
- acculturated
- acquired
- psychogenic

Maximum marks: 1**3 Question 3**

Barry wants a sandwich for lunch. Tom wants a turkey sandwich with lettuce, tomato, and mayonnaise from Subway. Barry has a(n) _____, whereas Tom has a(n) _____.

Select an alternative:

- product-specific goal; objective goal
- subjective goal; generic goal
- generic goal; product-specific goal
- objective goal; subjective goal
- product-specific goal; generic goal

Maximum marks: 1**4 Question 4**

Aggression and rationalization are examples of _____ that people sometimes adopt to protect their egos from feelings of failure when they do not attain their goals.

Select an alternative:

- secondary behaviors
- subjective criteria
- substitute goals
- fulfillment mechanisms
- defense mechanisms

Maximum marks: 1**5 Question 5**

According to the trio-of-basic-needs theory, the trio of basic needs includes _____.

Select an alternative:

- power, affiliation, and achievement
- environment, affection, self-actualization
- achievement, affection, power
- safety, physical satisfaction, social belonging
- prestige, affiliation, and achievement

Maximum marks: 1

6 Question 6

Oftentimes consumer research respondents may be unaware of their motives or are unwilling to reveal them when asked directly. In such situations, researchers use _____ to delve into the consumer's unconscious or hidden motivations.

Select an alternative:

- quantitative techniques
- Likert scales
- telephone surveys
- projective techniques
- empirical techniques

Maximum marks: 1

7 Question 7

The inner psychological characteristics that both determine and reflect how a person responds to his or her environment compose an individual's _____.

Select an alternative:

- status
- individuality
- self-image
- role
- personality

Maximum marks: 1

8 Question 8

In the study of personality, three distinct properties are of central importance. These are that _____.

Select an alternative:

- personality reflects individual differences, personality is consistent and enduring, and personality does not change
- personality reflects similarities between individuals, personality is consistent and enduring, and personality does not change
- personality reflects similarities between individuals, personality is consistent and enduring, and personality can change
- personality reflects individual differences, personality is consistent and enduring, and personality can change
- personality reflects individual differences, personality is inconsistent and fleeting, and personality can change

Maximum marks: 2

9 Question 9

Using sexual imagery to sell a product primarily appeals to Freud's conceptualization of the _____.

Select an alternative:

- id
- superego
- ego
- super-id
- self-image

Maximum marks: 1

10 Question 10

According to Freud's theories, the _____ is responsible for ensuring that the individual satisfies needs in a socially acceptable fashion.

Select an alternative:

- super-id
- self-image
- ego
- superego

Maximum marks: 1

11 Question 11

Neo-Freudian theorists believe that _____.

Select an alternative:

- human drives are largely unconscious
- consumer purchases are a reflection of an individual's personality
- consumers are primarily unaware of their true reasons for making decisions
- consumption situations are extensions of the consumer's personality
- social relationships are fundamental to the formation and development of personality

Maximum marks: 1

12 Questions 12-14

WEIGHT LOSS MINI CASE: Gloria sees herself as being a bit heavy and has made a New Year's resolution to lose 10 pounds by Memorial Day. She receives a postcard in the mail from her local gym chain that specializes in women's fitness. The advertisement suggests that the chain is fun and welcoming – a place where women can work out comfortably with friends, in contrast to the potentially intimidating environments at other gyms. After consulting a few friends, she decides to join. She is particularly excited to try the various group classes the gym

offers, many of which she has never heard of before.

In the WEIGHT LOSS MINI CASE, Gloria sees herself as being a bit heavy. This is Gloria's _____.

Select one or more alternatives

- social self-image
- "ought-to" self
- expected self-image
- extended self
- actual self-image

In the WEIGHT LOSS MINI CASE, "fun and welcoming" describes the local gym's _____.

Select one or more alternatives

- dogmatism
- extended self
- brand personification
- brand personality
- expected self-image

In the WEIGHT LOSS MINI CASE, Gloria is particularly excited to try new and different group exercise classes. Gloria is probably best described as _____.

Select one or more alternatives:

- inner-directed
- highly ethnocentric
- novelty seeking
- highly dogmatic
- high in her need for cognition

Maximum marks: 3

13 Question 15

_____ are groups that serve as sources of comparison, influence, and norms for people's opinions, values, and behaviors.

Select an alternative:

- Age cohorts
- Norming cohorts
- Reference groups
- Social conduct groups
- Norming groups

Maximum marks: 1

14 Question 16

The key basis for message credibility is _____.

Select an alternative:

- the synergies between the brand spokesperson and the product itself
- the time of day at which the message is delivered
- the ability of the product, service, or brand to deliver consistent quality, value, and satisfaction to consumers
- the rate of repetition of the advertisement
- the medium in which the message is delivered

Maximum marks: 1

15 Question 17

The key characteristic of the influence associated with opinion leadership is that _____.

Select an alternative:

- it is impersonal and informal and takes place between two or more people, none of whom represents a commercial selling source that would gain directly from the sale of something
- it is interpersonal and formal and takes place between two or more people, none of whom represents a commercial selling source that would gain directly from the sale of something
- it is interpersonal and informal and takes place between two or more people, one of whom represents a commercial selling source that would gain directly from the sale of something
- it is impersonal and formal and takes place between two or more people, none of whom represents a commercial selling source that would gain directly from the sale of something
- It is interpersonal and informal and takes place between two or more people, none of whom represents a commercial selling source that would gain directly from the sale of something

Maximum marks: 2

16 Question 18

The _____ category tends to perceive little risk in adopting new products. These consumers are even willing to pay high prices for newly introduced products because they enjoy being the first to own them.

Select an alternative:

- laggard
- innovator
- late majority
- early adopter
- early majority

Maximum marks: 1

17 Question 19

Purchasing a diamond represents _____ because consumers buy diamonds infrequently and have no established criteria for evaluating them.

Select an alternative:

- limited problem solving
- routinized response behavior
- impulse purchase behavior
- extensive problem solving
- habitual purchase behavior

Maximum marks: 1

18 Question 20

A consumer is most likely to use _____ when purchasing a new, updated version of something that he or she has purchased before, such as replacing an old laptop with a new one.

Select an alternative:

- passive problem solving
- limited problem solving
- economic problem solving
- routinized response behavior
- extensive problem solving

Maximum marks: 1

19 Question 21

Within the context of the model of consumer decision making, the marketing mix activities of organizations and non-marketing sociocultural influences are the chief _____ factors.

Select an alternative:

- Input
- emotional
- cognitive
- output
- decision

Maximum marks: 1

20 Question 22

Within the context of the model of consumer decision making, the _____ represents the internal influences that affect consumers' decision-making processes.

Select an alternative:

- evaluation of alternatives
- decision
- marketing mix
- psychological field
- prepurchase search

Maximum marks: 1

21 Question 23

_____ begins when a consumer perceives a need that might be satisfied by the purchase and consumption of a product.

Select an alternative:

- Marketing mix
- Prepurchase search
- Evaluation of alternatives
- Need recognition
- Psychological field

Maximum marks: 1

22 Question 24

In high risk situations, consumers are likely to engage in complex and extensive _____.

Select an alternative:

- psychological field reorganization
- need recognition
- self-assessment
- information search
- routinized behavior

Maximum marks: 1

23 Question 25

_____ are procedures used by consumers to reduce the burden of making complex decisions by providing guidelines or routines that make the process less taxing.

Select an alternative:

- Independent sets
 - Decision rules
 - Inert sets
 - Evoked sets
 - Inept sets
-

Maximum marks: 1

24 Question 26

Bob wants to save electricity and considers energy-efficient light bulbs. He finds that the light they emit is too faint to be acceptable, and so he returns to using less energy-efficient bulbs. Bob made his bulb choice using a(n)

_____.

Select an alternative:

- noncompensatory decision rule
 - cognitive decision rule
 - effective decision rule
 - compensatory decision rule
 - affective decision rule
-

Maximum marks: 1

25 Question 27

In a(n) _____, the consumer ranks a product's attributes in terms of perceived relevance or importance, then compares the various alternatives in terms of the single attribute that is considered most important. When two or more alternatives are comparable for the most important attribute, the consumer rates those alternatives on the basis of the second most important attribute.

Select an alternative:

- cognitive decision rule
 - conjunctive decision rule
 - lexicographic decision rule
 - affect referral decision rule
 - disjunctive decision rule
-

Maximum marks: 1

26 Questions 28-30

COLLEGE MINI CASE: Evelyn is a high-school senior from Philadelphia looking to apply to colleges. She has decided to apply to the University of Pennsylvania, Cornell, and Princeton. She chose not to apply to Brown, Dartmouth, or Yale because she considers them to be too far away from home. A college counselor had suggested

to her that Columbia has a comparable reputation to the schools Evelyn was considering, but Evelyn didn't perceive Columbia as having any particular advantage over the schools to which she had already decided to apply. She is eventually accepted to, and decides to attend Cornell University. Upon arriving on campus, Evelyn immediately notices a deliberate effort on the part of the college to make new students not only feel at home, but that they have absolutely made the right decision in attending Cornell.

In the COLLEGE MINI CASE, Evelyn's college counselor is a(n) _____ source of prepurchase information.

Select one or more alternatives:

- cognitive
- affective
- personal
- impersonal
- inert

In the COLLEGE MINI CASE, Yale is part of Evelyn's _____.

Select one or more alternatives

- evoked set
- affective set
- inept set
- cognitive set
- inert set

In the COLLEGE MINI CASE, when Cornell tries to convince students that they have made the right decision, they are trying to encourage a positive _____.

Select one or more alternatives

- postpurchase evaluation
- need recognition
- prepurchase evaluation
- evaluation of alternatives
- purchase behavior

Maximum marks: 3

27 Question 31

Members of a specific _____ possess beliefs, values, and customs that set them apart from other members of the same society.

Select an alternative:

- ideology
 - trait
 - subculture
 - race
 - demographic
-

Maximum marks: 1

28 Question 32

When discussing subcultures, it is important to note that each individual could be a member of _____.

Select an alternative:

- one subculture only
 - four subcultures at the most
 - many subcultures, as there is no limit
 - two subcultures only
 - either the dominant culture or a subculture
-

Maximum marks: 1

29 Question 33

_____ is defined as determining the extent to which consumers of two or more nations are similar or different.

Select an alternative:

- Social analysis
 - Comparison analysis
 - Subculture analysis
 - Cross-cultural analysis
 - Psychological analysis
-

Maximum marks: 1

30 Question 34

A company that includes a blend of standardized and local elements in order to secure the benefits of their different marketing strategies is using a(n) _____ marketing strategy.

Select an alternative:

- global
- hybrid
- intranational
- confused
- multinational

Maximum marks: 1

31 Question 35

Cross-cultural studies should address willingness to buy foreign-made products, which is also known as _____.

Select an alternative:

- consumption culture
- ethnocentrism
- acculturation
- national self-identification
- ethnic self-identification

Maximum marks: 1

32 Questions 36-38

COLA MINI CASE: Fizzy Cola is a manufacturer of sodas that has come to be regarded as a symbol of American values and society and has traditionally supplied beverages to the United States Armed Forces. Given that Islamic law prohibits the consumption of alcohol, Fizzy Cola sees a huge market potential for its refreshing, non-alcoholic beverages in the Middle East. Due to current geopolitical conditions, however, marketing Fizzy Cola as a symbol of America is unlikely to be a successful marketing approach with Muslim consumers in the Middle East. As a result, Fizzy Cola plans to tailor its marketing message to the specific needs and values of the potential markets in the Middle East. Market research, however, has been hindered by laws in the area, especially in Saudi Arabia, where gatherings of more than four people are illegal, making focus group research a near impossibility.

In the COLA MINI CASE, Fizzy Cola plans to use a(n) _____ marketing strategy to reach customers in the Middle East.

Select one or more alternatives:

- international
- homogeneous
- uniform
- global
- individualized

In the COLA MINI CASE, marketers of Fizzy Cola must undergo a process of _____ in order to recognize the relevant factors pertaining to the usage of its products in the Middle East.

Select one or more alternatives

- novoculturation
- proculturation
- enculturation
- acculturation

In the COLA MINI CASE, Fizzy Cola's marketing research difficulties arise from which of the following basic research issues in cross-cultural analysis?

Select one or more alternatives

- differences in consumption patterns
- differences in language and meaning
- differences in economic and social conditions
- differences in marketing research possibilities
- differences in market segmentation opportunities

Maximum marks: 3

33 Question 39

The societal marketing concept _____.

Select an alternative:

- fulfills the needs of target consumer markets more effectively than competitors
- endeavors to satisfy the needs and wants of the target market in ways that preserve and enhance the well-being of consumers and society as a whole
- crafts messages to consumers that get them to buy products that do not meet their needs
- fills the marketplace with products that can be produced and sold cheaply
- maximizes consumers' short-term values

Maximum marks: 1

34 Question 40

_____ consists of marketing messages and promotional materials that appear to come from independent parties although, in fact, they are sent by marketers.

Select an alternative:

- Broadcast media
- Stimulus differentiation
- Covert marketing
- Stimulus generalization
- Product placement

Maximum marks: 1

35 Question 41

Some firms engage in _____, where they contribute a portion of the revenues they receive from selling certain products as helping people inflicted with incurable diseases or hurt by inclement weather.

Select an alternative:

- cause-related marketing
- stimulus generalization
- deceptive advertising
- buzz marketing
- viral marketing

Maximum marks: 1

36 Questio 42: case study questions

The international coffee house Starbucks opened a store in Rådhusgata in Kristiansand during the summer of 2017. It is known for serving dark roasted coffee as well as many other hot and cold drinks based on coffee and tea. They also serve fresh juices, foods and snack, and sell various drinkware. Starbucks in Kristiansand is centrally located, close to the pedestrian street and popular shopping malls.

You should answer **A OR B** below.

A: The consumer adoption process

Kristiansand center already had many coffee houses and eateries downtown at the time when the Starbucks store opened. It could therefore be a challenge to attract enough visitors and to generate sufficient revenues.

Describe the consumer adoption process and explain each step using the opening of Starbucks in Kristiansand as an example.

Explain why you think the challenges were smaller or larger for Starbucks Kristiansand than for other newly opened cafes/eateries in the same area.

B: The consumer decision process

There are many eateries centrally located in Kristiansand center, and a consumer therefore has many alternatives to choose from if he or she would like to sit down for a cup of coffee or small meal.

How would you describe the consumer decision process when a consumer shopping in the center of Kristiansand chooses which café/eatery to visit?

Explain how Starbucks can adapt to this insight about consumers' decision-making processes to persuade more people to visit their store. Give 2-3 examples.

Fill in your answer here

Format - | **B** *I* U x_2 x^2 | I_x | | | | Ω | | Σ |

Words: 0

Maximum marks: 19