

☑ **MF-205 generell informasjon**

**Course code:** MF-205

**Course name:** Consumer behaviour

**Date:** February 22nd

**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 contributes 30%.

Good luck!

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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?**

**Choose one alternative**

Yes

No

1 **Question 1**

Marketing and consumer behavior stem from the \_\_\_\_\_, which maintains that the essence of marketing is satisfying consumers' needs, creating value and retaining customers.

**Select an alternative:**

marketing concept

societal concept

product concept

selling concept

production concept

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Maximum marks: 1

2 **Question 2**

The \_\_\_\_\_ concept in business assumes that consumers are mostly interested in product availability at low prices.

**Select an alternative:**

- product
  - societal
  - production
  - technology
  - marketing
- 

Maximum marks: 1

### 3 Question 3

The focus of the \_\_\_\_\_ was to sell more of what the manufacturing department was able to produce.

**Select an alternative:**

- marketing concept
  - production concept
  - product concept
  - selling concept
  - market orientation
- 

Maximum marks: 1

### 4 Question 4

The selling concept focuses on the needs of the \_\_\_\_\_ and on existing products, while the marketing concept focuses on the needs of the \_\_\_\_\_.

**Select an alternative:**

- seller; manufacturer
  - manufacturer; seller
  - buyer; seller
  - seller; buyer
  - buyer; manufacturer
- 

Maximum marks: 1

### 5 Question 5

Successful positioning focuses on communicating the \_\_\_\_\_.

**Select an alternative:**

- competing offerings that are available
  - distinct benefits that the product provides
  - retail shelf space the product should occupy
  - product instructions for use
  - segments that the company views as prospective customers
- 

Maximum marks: 1

## 6 Question 6

Those in favor of socially responsible marketing call on marketers to adopt the societal marketing concept, which requires marketers to \_\_\_\_\_.

**Select an alternative:**

- minimize production costs in order to offer the product at the lowest price possible
  - fulfill the needs of the target audience in ways that improve society as a whole, while fulfilling the objectives of the organization
  - lobby for government regulation of their industries
  - aggressively market all products to all segments of society
  - track customer preferences via the Internet to improve customer research databases
- 

Maximum marks: 1

## 7 Question 7

Technology enables marketers to do which of the following?

**Select an alternative:**

- customize offerings and promotional messages
  - build long-term relationships with customers
  - offer more effective pricing
  - utilize shorter distribution channels
  - all of the above
- 

Maximum marks: 1

## 8 Question 8

When consumers use online sites to compare models and brands of products and click for more technical information, companies gain information about \_\_\_\_\_.

**Select an alternative:**

- self-reported data
- product attributes that consumers consider the most important
- market research
- buying patterns
- competitors' prices

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Maximum marks: 1

## 9 Question 9

\_\_\_\_\_ is defined as the ratio between the customer's perceived benefits and the resources used to obtain those benefits.

**Select an alternative:**

- Customer value
- Customer satisfaction
- Consumer decision making
- Customer relationship management
- Consumer marketing

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Maximum marks: 1

## 10 Question 10

Which of the following is NOT one of the benefits of retaining loyal customers?

**Select an alternative:**

- Loyal customers make employees' jobs easier and more satisfying.
- Loyal customers are more price-sensitive.
- It is less expensive to service existing customers.
- Loyal customer refer other customers and engage in positive word-of-mouth.
- Loyal customers are more likely to purchase high margin supplemental products.

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Maximum marks: 1

## 11 Question 11

The process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world is known as \_\_\_\_\_.

**Select an alternative:**

- rationalization
  - observation
  - understanding
  - realization
  - perception
- 

Maximum marks: 1

## 12 Question 12

Products, packages, brand names, advertisements, and commercials are examples of \_\_\_\_\_.

**Select an alternative:**

- sensations
  - receptors
  - realities
  - stimuli
  - intensities
- 

Maximum marks: 1

## 13 Question 13

The minimal difference that can be detected between two similar stimuli is called the \_\_\_\_\_.

**Select an alternative:**

- differential threshold
  - absolute threshold
  - perceptual threshold
  - sensory threshold
  - sensation threshold
- 

Maximum marks: 1

## 14 Question 14

Which of the following is true of the relationship between consumers' perceptions and their expectations?

**Select an alternative:**

- Ads with irrelevant sexuality generally lead to better recall of the product advertised due to the attention-getting nature of the sexual content.
  - Consumers tend to perceive products and product attributes according to their own expectations.
  - Individual motivation does not affect perception.
  - What consumers expect to see is completely dependent on their objective, first-hand experience with the particular product or advertising medium.
  - People tend to make observations and arrive at conclusions completely independent of their expectations.
- 

Maximum marks: 1

**15 Question 15**

After buying a Mini Cooper, Kate began paying more attention to advertisements for Mini and spent more time on websites reading about how much Mini drivers love their cars because she was sympathetic to these messages and found them pleasant. This is an example of \_\_\_\_\_.

**Select an alternative:**

- selective exposure
  - selective attention
  - perceptual blocking
  - perceptual defense
  - perceptual organization
- 

Maximum marks: 1

**16 Question 16**

\_\_\_\_\_ refers to consumers' heightened awareness of stimuli that meet their needs or interests, and minimal awareness of stimuli irrelevant to their needs

**Select an alternative:**

- Perceptual blocking
  - Selective exposure
  - Perceptual organization
  - Selective attention
  - Perceptual defense
- 

Maximum marks: 1

**17 Question 17**

Marketers take advantage of \_\_\_\_\_ when they extend a brand name associated with one line of products to another.

**Select an alternative:**

- the persistence of first impressions
  - physical appearances
  - consumers' tendency to jump to conclusions
  - the halo effect
  - perceptual blocking
- 

Maximum marks: 1

## 18 Question 18

When consumers buy the most expensive model to mitigate the risk of purchasing a poorly performing product, they are using \_\_\_\_\_ to minimize their risk.

**Select an alternative:**

- the price/quality relationship
  - brand loyalty
  - perceptual blocking
  - narrow categorization
  - information-seeking behavior
- 

Maximum marks: 1

## 19 Question 19

Consumers are more likely to view price as an indicator of quality if \_\_\_\_\_.

**Select an alternative:**

- they are confident in their ability to make the product or service choice
  - they are familiar with the store where the product is purchased
  - they are experts
  - they have little information to go on
  - they are familiar with the product or service
- 

Maximum marks: 1

## 20 Question 20

Is the statement true or false?

Marketers are much more interested in what consumers objectively know about their products than what they perceive.

**Select an alternative:**

- False
  - True
- 

Maximum marks: 1

## 21 Question 21

In terms of consumer behavior, \_\_\_\_\_ is defined as the sum total of learned beliefs, values, and customs that serve to direct the consumer behavior of members of a particular society.

**Select an alternative:**

- society
  - conformity
  - culture
  - subculture
  - individualism
- 

Maximum marks: 1

## 22 Question 22

Jake learned what brands of food to buy at the grocery store by going grocery shopping with his mother as a child, watching her, and imitating her. This constitutes \_\_\_\_\_.

**Select an alternative:**

- technical learning
  - informal learning
  - media learning
  - formal learning
  - televised learning
- 

Maximum marks: 1

## 23 Question 23

When marketers plan to sell their products in foreign or multinational markets, they must go through a process of \_\_\_\_\_ in order to ensure that their products and marketing messages are suitable for the foreign culture.



**Select an alternative:**

- proculturation
  - acculturation
  - exculturation
  - inculcation
  - enculturation
- 

Maximum marks: 1

## 24 Question 24

The \_\_\_\_\_ serves as the primary agent for enculturation.

**Select an alternative:**

- religions institution
  - teacher
  - media
  - educational institution
  - family
- 

Maximum marks: 1

## 25 Question 25

\_\_\_\_\_ are personal goals, while \_\_\_\_\_ are the basic approaches that an individual might take to achieve those goals.

**Select an alternative:**

- Terminal values, instrumental values
  - Instrumental values; terminal values
  - Core values; cultural values
  - Cultural values; terminal values
  - Social values; core values
- 

Maximum marks: 1

## 26 Question 26

When an ad for Everlast fitness equipment encourages bike riders to train harder and states Everlast's power packs enable them to recover faster from strenuous training, it is focused on the individual rider's quest for \_\_\_\_\_.

**Select an alternative:**

- humanitarianism
  - freedom of choice
  - materialism
  - practicality
  - achievement
- 

Maximum marks: 1

## 27 Question 27

Ethnicity, religion, race, and age are examples of sociocultural and demographic variables upon which \_\_\_\_\_ is/are based.

**Select an alternative:**

- societal analysis
  - societal classifications
  - cross-national cultural analysis
  - cultural classifications
  - subcultural divisions
- 

Maximum marks: 1

## 28 Question 28

Ethnic clothing, art, music, and foreign-language newspapers are examples of \_\_\_\_\_ that can be associated with nationality subcultures.

**Select an alternative:**

- ambassadors
  - loyalty drivers
  - cultural artifacts
  - cross-cultural bridges
  - fixation products
- 

Maximum marks: 1

## 29 Question 29

Generation Y, Generation X, baby boomers, and seniors are four subcultural segments based on \_\_\_\_\_.

**Select an alternative:**

- religion
  - race
  - gender
  - geographic location
  - age
- 

Maximum marks: 1

**30 Question 30**

Research reveals that for older consumers \_\_\_\_\_ appears to be more important in determining consumer behavior than \_\_\_\_\_.

**Select an alternative:**

- cognitive age; generational age
  - cognitive age; chronological age
  - generational age; chronological age
  - chronological age; cognitive age
  - generational age; cognitive age
- 

Maximum marks: 1

**31 Question 31**

According to the societal marketing concept, \_\_\_\_\_.

**Select an alternative:**

- marketers should advertise food to young people in ways that encourage overeating
  - fast-food restaurants should develop healthier foods that contain less fat and starch
  - marketers should use professional athletes in liquor and tobacco advertisements
  - marketers should teach young drivers to get the most out of their cars by driving them as fast as possible
  - toy manufacturers should manufacture their products out of the cheapest materials possible, regardless of where those materials come from or what potential contaminants they may contain
- 

Maximum marks: 1

**32 Question 32**

Two personality traits that are related to students' misuse of credit cards, compulsive buying, and mobile phone addictive tendencies were \_\_\_\_\_.

**Select an alternative:**

- dogmatism and need for cognition
  - impulsiveness and need for cognition
  - materialism and dogmatism
  - impulsiveness and dogmatism
  - impulsiveness and materialism
- 

Maximum marks: 1

**33 Question 33**

To combat fast-forwarding by consumers who wish to avoid TV commercials, marketers are increasingly turning to \_\_\_\_\_, where the line between television shows and ads is virtually nonexistent.

**Select an alternative:**

- broadcast media
  - buzz marketing
  - advertorials
  - product placements
  - infomercials
- 

Maximum marks: 1

**34 Question 34**

\_\_\_\_\_ targets advertisements based on the web page a consumer is viewing or a search query the consumer has made and involves little or no data storage.

**Select an alternative:**

- PrivacyChoice
  - Misleading advertising
  - "First party" behavioral advertising
  - Covert advertising
  - Contextual advertising
- 

Maximum marks: 1

**35 Questions 35 -37**

TOASTER MINI CASE: Ruth's son is five years old. He recently saw a TV commercial for Kool-Stuf toaster pastries that showed Oreo cookies going into a toaster and popping out as Kool-Stuf pastries. He proceeded to put Oreo cookies into the toaster in his kitchen at home and, when they didn't pop out, tried to get them out with a pair of scissors. Ruth feels that the advertisement is dangerous and should be changed.

In the TOASTER MINI CASE, Ruth's son believed that he could put an Oreo cookie in the toaster and it would pop

out as a Kool-Stuf pastry because, according to \_\_\_\_\_, children easily form associations between stimuli and outcomes.

**Select an alternative:**

- equity theory
- Maslow's Hierarchy of Needs
- the theory of reasoned action
- economic consumption theory
- the stimulus-response theory

In the TOASTER MINI CASE, which of the following is most likely true of Ruth's son?

**Select an alternative:**

- He is better-equipped to differentiate between ads and regular programming, even if characters from the show he is currently watching appear in the ad.
- He will always recognize the difference between factual claims and puffery in advertising.
- He is likely to see significantly fewer ads for snack foods aired during his programming than does the average adult.
- He is more likely than an adult to imitate the behavior he sees in an advertisement.
- He is likely to be more skeptical of advertising than an adult would be.

In the TOASTER MINI CASE, Ruth's son is in the \_\_\_\_\_ stage of consumer socialization

**Select an alternative:**

- reflective
- cognitive
- perceptual
- hedonic
- analytical

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Maximum marks: 3

## 36 Question 38

In consumer research, \_\_\_\_\_ is new research especially designed and collected for purposes of a current research problem.

**Select an alternative:**

- negativism
- secondary information
- positivism
- primary research
- experimentation

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Maximum marks: 1

**37 Question 39**

While obtaining secondary data before engaging in primary research offers many advantages, it also has some limitations. Which of the following is an example of these limitations?

**Select an alternative:**

- Secondary data takes longer to obtain than primary data.
- Secondary data is inappropriate for use in exploratory research.
- Secondary data makes it challenging to identify difficulties that are likely to arise during the full-scale study.
- Secondary data may not be accurate because of errors in gathering or analyzing the data for the original study.
- Secondary data is more expensive to obtain than primary data.

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Maximum marks: 1

**38 Question 40**

In a \_\_\_\_\_, 8 to 10 participants are encouraged to discuss their reactions to product and service concepts, or new advertising or marketing communications campaigns.

**Select an alternative:**

- focus group
- depth interview
- survey
- controlled experiment
- metaphor analysis

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Maximum marks: 1

**39 Question 41**

When a researcher selects the most accessible population members from whom to obtain the information, this is considered a \_\_\_\_\_.

**Select an alternative:**

- simple random sample
- judgment sample
- convenience sample
- quota sample
- cluster sample

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Maximum marks: 1

**40 Questions 42-44**

COOKING OIL MINI CASE: Value Mart is a national grocery store chain that markets its own line of store-brand food products as a low-cost, high-value option for the cost-conscious consumer. Based on an evaluation of sales data from various product categories collected from scanners at checkout points, Value Mart has determined that there may be a market for a Value Mart brand cooking oil. In order to further explore customer preferences and potential marketing tactics, Value Mart has decided to conduct focus group sessions with Value Mart consumers. After conducting the focus groups, Value Mart decides to do a small-scale trial of a store-brand cooking oil exclusively at its stores in the New York area to see if consumers will buy the product.

In the COOKING OIL MINI CASE, the Value Mart focus group research format is best described as a \_\_\_\_\_.

**Select an alternative:**

- behavioral study
- motivational study
- descriptive study
- quantitative study
- qualitative study

In the COOKING OIL MINI CASE, the methodology used to collect sales data from checkout scanners is known as \_\_\_\_\_.

**Select an alternative:**

- consumer profiling
- physiological observation
- mechanical observation
- metaphor analysis
- focus group

In the COOKING OIL MINI CASE, after conducting its focus group, Value Mart decides to try offering store-brand cooking oil in a limited geographical area to see how consumers will respond to the new product. This is known as \_\_\_\_\_.

**Select an alternative:**

- surveying
- probability sampling
- mystery shopping
- mechanical observation
- test marketing

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Maximum marks: 3

**41 Question 45**

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;

**A:** Define the term "subculture." How do subcultures relate to the common culture of the larger society of which subcultures are a part?

Provide two examples of how Starbucks in Kristiansand might modify their product and/or its positioning to better meet the needs of targeted consumer segments based on subculture so that it will suit the subculture's values and tastes.














(So you should identify possible segments based on subculture and give examples of how Starbucks may position their offerings to satisfy them).

OR

**B.** Imagine that Starbucks want to improve their brand image locally, and are thinking about trying cause-related marketing. What is cause-related marketing and what impact do you think the choice of cause have on the effectiveness of the marketing campaign?

How could Starbucks in Kristiansand use cause-related marketing to improve their image. What kind of causes do you think might strengthen their brand image?

**Fill in your answer here**

Format | **B** | *I* | U |  $x_2$  |  $x^2$  |  $I_x$  |  |  |  |  |  |  |  |  |  |  |  |  | 

Words: 0

Maximum marks: 19