

10 wrong
 $80 \times 2 = 80$ points

(B)

16 December 2014 MF-205 Written Exam

(Dette spørsmålsark må returneres!!! / The questions have to be returned to the examiners!!!)

• **IMPORTANT! READ BEFORE YOU START YOUR EXAM**

- Provide your answers in a separate answer sheet.
- The exam questions have to be returned together with your answer sheet. **If you do not return the exam questions, your exam will not be graded.**

Exam Information:

- The exam consists of 50 multiple choice questions
- Each correct answer is worth 2 points
- Wrong or unanswered questions are worth 0 points
- There is only one correct answer for each question.
- You can use paper-based bilingual English dictionaries (E.g., English – Norwegian, English - Russian)
- The exam duration is 3 hours (09:00 – 12:00)
- Good luck!

QUESTIONS

• **Question 1. Which of the following can be considered as an example of consumer behavior?**

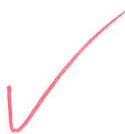
- I. Alessandra prefers to buy well-known soft drink brands like Pepsi, rather than the store brands like First Price cola.
- II. Doutzen wears a Harvard University T-shirt, because she wishes to study there in the future.
- III. Candice always recycles metal and glass containers after use.

- A) Only I
- B) I and II
- C) I and III
- D) I, II and III



• **Question 2. Gisele is absolutely exhausted after her shopping trip to pick out a dress for her birthday party. The stores were crowded, and none of her favorite shops carried a dress that she liked in her size. After spending hours at the mall, Gisele gave up and decided to order her dress online and just return it if it wasn't exactly right. This story is an example of how consumer behavior is a(n)**

- A) industry
- B) theory
- C) process
- D) art form



- **Question 3. Some target markets may be more vulnerable to marketing messages because they have difficulties in efficient evaluation of the marketing stimuli. Which of the following can be considered as a vulnerable market segment?**

- A) Children
- B) Old people
- C) Consumers from developing countries
- D) All of the above

- **Question 4. Which of the following is true of the relationship between consumers' perceptions and their motives?**

- A) In general, there is a heightened awareness of stimuli that are inconsistent with consumers' needs.
- B) The stronger the consumer's need, the greater the tendency to ignore related stimuli in the environment.
- C) Consumers tend to pay equal attention to all advertising, regardless of their needs at any given time.
- D) The stronger the consumer's need, the greater the tendency to pay attention to related stimuli in the environment.

- **Question 5. Which of the following is NOT one of the three stages of the process of perception?**

- A) interpretation
- B) adaptation
- C) attention
- D) exposure

- **Question 6. Behati works as an advertising manager in a large company. During a meeting with other marketing managers, she points out that the company has been displaying the same advertisement for a long period of time and this is a concern given the principle of sensory adaptation. Behati's main concern is that consumers will _____.**

- A) complain to the customer service
- B) get used to their advertisement
- C) not understand their advertisement as intended
- D) develop negative reactions to their advertisement

- **Question 7. Because the brain's capacity to process information is limited, consumers are very selective about what they pay attention to and tend to select stimuli that relate to their current needs. This type of perceptual filter is called _____.**

- A) subliminal perception
- B) selective attention
- C) sensory adaptation
- D) Perceptual exposure

- **Question 8. The process by which individuals acquire the consumption knowledge and experience that they apply to future related behavior is known as _____.**

- A) Consumer attitudes
- B) Consumer motivation
- C) Consumer learning
- D) Consumer persuasion

- **Question 9. When students buy 8 cups of coffee from the coffee bar, they receive the next cup of coffee free. What type of instrumental conditioning occurs in this situation?**

- A) complimentary reinforcement
- B) positive reinforcement
- C) negative reinforcement
- D) neutral reinforcement

- **Question 10. Which of the following is true of attitudes and their relationship with behavior?**

- A) Attitudes are permanent, but the behaviors they reflect change over time.
- B) Consumers generally tend to demonstrate consistency between their attitudes and their behaviors
- C) There is no demonstrable link between attitudes and behavior.
- D) Attitude change is always followed by behavior change.

- **Attitude Functions**

For the next two questions, remember that, according to Katz (1960), attitudes can serve four functions:

1 - UTILITARIAN FUNCTION: Relates to the rewards and punishments of using the product

2 - VALUE-EXPRESSIVE FUNCTION: Relates to consumer's values or self-concept

3 - EGO-DEFENSIVE FUNCTION: Relates to protection from external threats or internal feelings

4 - KNOWLEDGE FUNCTION: Relates to need for order, structure, or meaning

- **Question 11. Burger King uses the tagline "Taste is king". Which attitude function can it be related to?**

- A) Utilitarian
- B) Value-expressive
- C) Ego-defensive
- D) Knowledge

- **Question 12.** Starbucks uses the tagline "You & Starbucks - It's bigger than coffee". Which attitude function can it be related to?

- A) Utilitarian
- B) Value-expressive
- C) Ego-defensive
- D) Knowledge

- **Question 13.** Elaboration Likelihood Model (ELM) explains how attitudes are formed and changed. According to ELM, there are two routes to attitude formation and change: (i) the central-route, which leads to _____ attitudes, and (ii) the peripheral route, which leads to _____ attitudes.

- A) strong and weak; long-lasting and temporary
- B) good and bad; strong and weak
- C) strong and long-lasting; weak and temporary
- D) strong and weak; good and bad

- **Question 14.** For high-involvement purchases, the _____ is likely to be the most effective marketing strategy, whereas for low-involvement purchases, the _____ is likely to be more effective.

- A) Short-term memory; long-term memory
- B) central route to persuasion; peripheral route to persuasion
- C) evoked set; inept set
- D) product positioning; product differentiation

- **Question 15.** The driving force within individuals that impels them to action is known as _____.

- A) need
- B) tension
- C) motivation
- D) goal

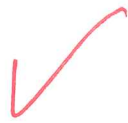
- **Nail Polish Case**

Answer the next 3 questions based on the case below.

"Charles Revson, builder of the Revlon cosmetics empire, began as a manufacturer of nail polish. In order to expand the market for nail polish, he positioned nail polish as a fashion accessory, introducing new colors every year and suggesting that a woman's nail polish should match her clothing, moods, and social situations. Competing on the basis of perceived quality and greater satisfaction of women's needs for fantasy and attention, Revson understood that he was not selling women mere nail coloring, but the fantasy that nail polish would attract attention and bestow class and glamour on the user."

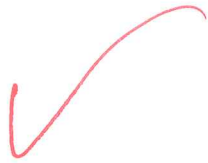
- **Question 16. In the NAIL POLISH CASE, Revlon nail polish is positioned to meet which of the following types of needs?**

- A) primary/innate needs
- B) secondary/acquired needs
- C) physiological needs
- D) biogenic needs



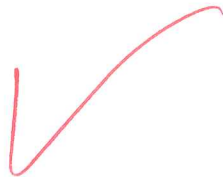
- **Question 17. In the NAIL POLISH CASE, Jenny wants a bottle of Revlon Cherry red nail polish to match her new sweater. This is an example of a _____.**

- A) generic goal
- B) general goal
- C) needs-driven goal
- D) product-specific goal



- **Question 18. In the NAIL POLISH CASE, Patti wants to paint her nails in order to be more attractive. This is an example of a(n) _____ goal**

- A) negative
- B) avoidance
- C) utilitarian
- D) approach



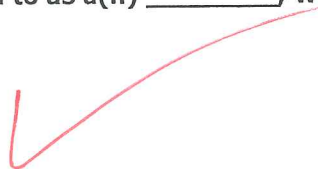
- **Question 19. Motivation is produced by a state of tension, which exists as the result of _____.**

- A) peer pressure
- B) environmental forces
- C) satisfied desires
- D) unfulfilled needs



- **Question 20. Jill gets good grades because her parents will punish her if she doesn't receive at least a 3.5 GPA. Julia gets good grades because she likes the sense of accomplishment she feels when she gets a straight-A transcript. Jill's goal is referred to as a(n) _____, whereas Julia's goal is referred to as a(n) _____.**

- A) approach object; avoidance object
- B) avoidance object; defensive object
- C) physical object; psychological object
- D) avoidance object; approach object



- **Question 21. A _____ is the selection of an option from two or more alternative choices.**

- A) goal
- B) fulfilled need
- C) decision
- D) cognitive dissonance



- **Consumer Decision Making Levels**

For the following four questions, recall that consumer decision making can occur at three levels, in regard to the amount of effort consumers put into decision making:

- Limited Problem Solving
- Routine Response Behavior
- Extensive Problem Solving

- **Question 22. A consumer is most likely to use _____ when buying an expensive, important, or technically complicated product or service for the first time.**

- A) Routine Response Behavior
- B) Limited Problem Solving
- C) Extensive Problem Solving
- D) None of the above



- **Question 23. 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.**

- A) Routine Response Behavior
- B) Limited Problem Solving
- C) Extensive Problem Solving
- D) None of the above



- **Question 24. Lindsay wants a new electric car that can seat 4 people comfortably and has a trunk that will hold a set of travel bags, but isn't sure which brand of electric car would be best. Lindsay's is a case of _____.**

- A) Routine Response Behavior
- B) Limited Problem Solving
- C) Extensive Problem Solving
- D) This is a special case (electric cars are not ordinary cars)



- **Question 25.** Erin needs a new pair of jeans. She knows that pants from American Eagle, in size 10, tend to fit her very well, so she goes to American Eagle and picks up a pair. Erin's is a case of _____.

- A) Routine Response Behavior
- B) Limited Problem Solving
- C) Extensive Problem Solving
- D) This is a special case (she might have gained weight)

- **Question 26.** _____ occurs whenever consumers see a significant difference between their current state and ideal state.

- A) Information search
- B) Evaluation of alternatives
- C) Evaluation of the evoked set
- D) Problem recognition

- **Question 27.** In the early 2000s, when the mp3 players became available, many consumers got tired of carrying around a big portable CD player and a heavy collection of CDs and so they decided to convert from CD players to light and slim MP3 players. This is an example of _____.

- A) tension state
- B) need recognition
- C) opportunity recognition
- D) motivation

- **Question 28.** Lily is tired of the numerous breakdowns and peeling paint on her old car so she decided to buy a new one. Within the context of the model of consumer decision making, this is an example of _____.

- A) information search
- B) evaluation of alternatives
- C) need recognition
- D) product choice

- **Question 29.** Selita wants a chocolate bar and is trying to decide between a Mars, a Snickers, or a Milky Way. These three chocolate bars are in Selita's _____.

- A) choco set
- B) evoked set
- C) inert set
- D) inept set

• **Question 30. Which of the following is WRONG regarding the information search step of the decision making process?**

- A) Information search begins with internal search and continues with external search
- B) The lower the price the less time spent of information search
- C) The lower the product experience the less time spent of information search
- D) More time spent on information search when the product is a gift

• **Question 31. When consumers do not have all information they need about a product they would like to buy, they can _____**

- A) Delay decision until missing information is obtained
- B) Ignore missing information and use available information
- C) Infer the missing information
- D) All of the above

• **Question 32. Adriana is buying a new laptop. She is looking for a light-weight computer. The laptop she purchases is a little heavier than she had originally hoped, but she was willing to accept the extra weight for a computer with a bigger, clearer screen. Adriana made her purchase decision using a(n) _____.**

- A) affect heuristic
- B) non-compensatory decision rule
- C) compensatory decision rule
- D) technological decision rule

• **Question 33. Heidi wants to save electricity and considers buying energy-efficient light bulbs. She then finds that the light they give is too faint (not bright enough) to be acceptable, and so she decides to buy a traditional, less energy-efficient bulbs. Heidi made her bulb choice using a(n) _____.**

- A) affect heuristic
- B) non-compensatory decision rule
- C) compensatory decision rule
- D) technological decision rule

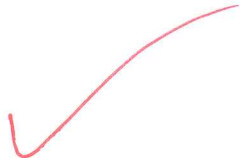
• **Question 34. Izabel always wanted to buy an Alfa Romeo Spider, because she loved that car. That was the first car she bought when she could afford a car. Izabel's decision is based on a(n) _____.**

- A) affect heuristic
- B) non-compensatory decision rule
- C) compensatory decision rule
- D) brand loyalty decision rule

• **Question 35. Which of the following is true about the self-concept?**

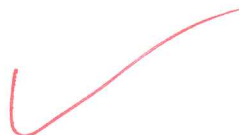
- I. Your self-concept is the totality of "who you are"
- II. Individuals can communicate their self-concepts using brands
- III. Material possessions (e.g., brands/products) can NOT be a part of one's self-concept

- A) I, II, and III
- B) I and II
- C) Only I
- D) Only III



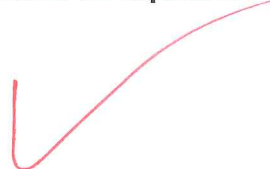
• **Question 36. From a marketing perspective, reference groups serve as frames of reference for individuals in their purchase or consumption decisions. In which product category do reference groups have the least amount of influence on consumers' decisions to purchase those products?**

- A) Public necessities (e.g., car, wristwatch, mobile phone)
- B) Public luxuries (e.g., sailboat, golf clubs)
- C) Private necessities (e.g., toothpaste, washing detergent)
- D) Private luxuries (e.g., home theatre system, TV-game console)



• **Question 37. Karolina, a student at the University of Agder, purchases and uses lots of University of Agder products (e.g., t-shirts, pens, bags, etc.). How can this behavior be explained?**

- A) She has no sense of fashion
- B) She would like to express her university student identity
- C) She cannot afford other brands
- D) She does not make self-concept based consumption decisions



• **PlayStation 4 Advertisement**



- **Question 38. The PlayStation 4 advertisement above uses what kind of appeal to attract consumers' interest?**

- A) Fun - it highlights the fun aspect of gaming
- B) Sex - it is sexy
- C) Humor - it is a funny advertisement
- D) Identity - it highlights game-player identity

- **Question 39. _____ require strong image and pictures in advertisements, whereas _____ prefer written information and printed advertisements**

- A) Females; males
- B) Individualists; collectivists
- C) Extraverts; introverts
- D) Visualizers ; verbalizers

- **Question 40. _____ is the pattern of characteristic thoughts, feelings, and behaviors that distinguishes one person from another and that persists over time and situations**

- A) Attitudes
- B) Personality
- C) Motivation
- D) Learning

- **Question 41. A _____ is a group whose members share beliefs and common experiences that set them apart from other members of the society.**

- A) Reference Group
- B) Social Identity
- C) Subculture
- D) Social Media

- **Question 42. In _____ cultures, communication is usually taken at face value without much reliance on unspoken context, whereas in _____ cultures, communication relies heavily on the underlying unspoken context**

- A) Highly feminine; highly masculine
- B) Highly masculine; highly feminine
- C) High context; low context
- D) Low context; high context

- **Question 43.** _____ can be defined as the accumulation of shared beliefs, values, norms, and traditions between members of a society

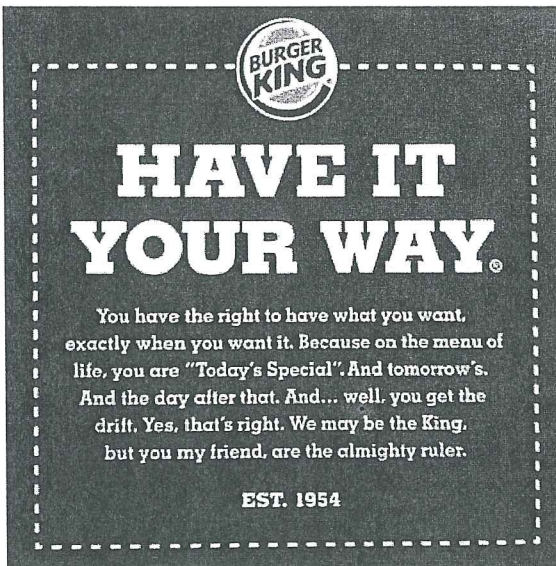
- A) Individualism
- B) Collectivism
- C) Market segment
- D) Culture

- **Question 44.** Which of the following elements would you emphasize on if you were to prepare an advertisement to be displayed in a collectivistic culture?

- I. Focus on social groups
- II. Focus on personal benefits
- III. Focus on what consumers can gain by using the product
- IV. Focus on what consumers can lose if they don't use the product

- A) Only I
- B) II and III
- C) I and IV
- D) I, II, III, IV

- **Burger King Advertisement**



- **Question 45.** Which cultural value is being promoted in the Burger King advertisement above?

- A) Independence
- B) Interdependence
- C) High context
- D) Low context

• **Question 46. Why can social class be considered as a naturally formed market segment?**

- A) Because social class is mainly about old and wealthy males
- B) Because within the same social class people have roughly similar occupations, income, lifestyle, common tastes
- C) Because people indicate their social class (e.g., on social media)
- D) Because social class is culture-dependent

• **Question 47. What kind of social influence is used when, for example, dental product brands feature a dentist in their commercial?**

- A) Celebrity power
- B) Coercive power
- C) Reward power
- D) Expert power

• **Question 48. Celebrity endorsements are most effective when _____**

- A) the celebrity is physically attractive
- B) the celebrity is affiliated with a political party
- C) there is a match between the product and the celebrity
- D) all of the above

• **Question 49. Miranda is an analyst at an investment bank. She notices that many of the senior female executives at her office use Michael Kors bags, so she decides to save up and buy a Michael Kors bag so that she will appear more like those executives. Apparently, Miranda wanted to increase her social standing through conspicuous consumption. This behavior is known as _____.**

- A) status consumption
- B) affluent consumption
- C) downward comparison
- D) social stratification

• **Question 50. In comparative advertising, companies present consumers direct or indirect comparisons with their main competitors. Which of the following is a disadvantage of this strategy?**

- A) It facilitates a comparison that consumers might not have thought about before.
- B) It helps companies generate supportive arguments for their products/services
- C) It increases competitors' exposure and recognition
- D) It requires special advertising expertise to execute