

MF-205 1 Forbrukeratferd

Kandidat-ID: **3547**

| Oppgaver | Oppgavetype | Vurdering | Status |
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| 1 MF-205, forside | Flervalg | Automatisk poengsum | Lever |
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| Vurderingsform | MF-205 | Opprettet av | Kristina Andersen |
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Section 1

1 OPPGAVE

MF-205, forside

Course code: MF-205

Course name: Consumer Behaviour

Date: 27.11.2015

Duration: 3 hours

Resources allowed:

Dictionary (English or Norwegian or to/from English/Norwegian and mother tongue)
(Glossaries are not allowed)

Sometimes professors ask for exam answers that can 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 to use your exam answer for teaching purposes?

Yes

No

2 OPPGAVE

1

The production concept makes sense as a business model when _____.

Select an alternative:

consumers are most interested in product availability at low prices

consumers are interested in obtaining the product that offers them the highest quality, best performance, and most features

consumers have changing needs and insist that those needs be satisfied

consumers are unlikely to buy the product unless they are persuaded to do so

consumers are not sensitive to price

3 OPPGAVE

2

The social marketing concept calls on marketers to _____.

Select an alternative:

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

4 OPPGAVE

3

The process of dividing a market into distinct subsets of consumers with common needs or characteristics is known as _____.

Select an alternative:

- target marketing
- market segmentation**
- mass marketing
- the marketing concept
- market evaluation

5 OPPGAVE

4

The driving force behind motivation is produced by a state of tension, which exists as the result of _____.

Select an alternative:

- peer pressure
- environmental forces
- cognitive forces
- unrealised desires

unfulfilled needs

6 OPPGAVE

5

The needs for food, water, air, clothing, and shelter are examples of _____ needs.

Select an alternative:

- affirmative
- innate**
- secondary
- psychogenic
- acquired

7 OPPGAVE

6

A set of needs an individual experiences at a particular time that are activated by specific cues in the environment are said to have been brought on by _____.

Select an alternative:

- cognitive arousal
- environmental arousal**
- emotional arousal
- physiological arousal
- biogenic arousal

8 OPPGAVE

7

According to Maslow's hierarchy of needs, protection, order, and stability are examples of _____.

Select an alternative:

- self-actualisation needs
- ego needs
- social needs
- safety and security needs**
- physiological needs

9 OPPGAVE

8

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

Select an alternative:

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

10 OPPGAVE

9

According to Freud, _____ are at the heart of human motivation and personality.

Select an alternative:

unconscious needs or drives

- biogenic needs
- secondary needs
- conscious needs
- innate needs

11 OPPGAVE

10

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

Select an alternative:

- sensations
- receptors
- realities
- stimuli**
- intensities

12 OPPGAVE

11

A stimulus that is too weak or too brief to be consciously seen or heard, such as a deeply embedded or a very briefly flashed image, may nevertheless be strong enough to be perceived by one or more sensory receptor cell. This is called _____.

Select an alternative:

- subliminal perception**
- sequential transition
- supraliminal perception
- sensory adaptation
- perceptual blocking

13 OPPGAVE

12

Consumers subconsciously screen out stimuli that they find psychologically threatening, even though exposure has already taken place. This is consistent with the perception factor of _____.

Select an alternative:

- selective attention
- selective exposure
- perceptual defense**
- perceptual blocking
- perceptual organisation

14 OPPGAVE

13

Stimuli that contrast with their environment are more likely to be noticed. In accordance with this, people have a tendency to organise their perceptions into _____. Replace this with your question text...

Select an alternative:

- groups
- figure and ground**
- a series of events
- stereotypes
- selective exposures

15 OPPGAVE

14

Classical conditioning and instrumental conditioning theory are examples of _____.

Select an alternative:

- perception theories
- behavioural learning theories**
- cognitive associative theory
- involvement theory
- cognitive learning theories

16 OPPGAVE

15

Lucy finds Coca-Cola to be refreshing and tasty. When she attributes this perception to all colas in red cans, she is engaging in _____.

Select an alternative:

- stimulus discrimination
- advertising wearout
- cosmetic variations
- stimulus generalisation**
- interference

17 OPPGAVE

16

"Knorr" continues to add new food products to its product line under the Knorr's brand name. This is known as _____.

Select an alternative:

- corporate marketing
- family branding**
- capital branding
- licensing
- positioning

18 OPPGAVE

17

Learning based on mental activity is called _____.

Select an alternative:

- passive learning
- massed learning
- vicarious learning
- distributed learning
- cognitive learning**

19 OPPGAVE

18

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.

Select an alternative:

- massed learning; distributed learning
- short-term stores; long-term stores
- central route to persuasion; peripheral route to persuasion**
- product positioning; product differentiation
- evoked set; brand equity

19

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:

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

20

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

22 OPPGAVE

21

How receptive a person is to new experiences is known as _____.

Select an alternative:

- consumer ethnocentrism
- consumer innovativeness**
- consumer understanding
- consumer perception
- consumer materialism

23 OPPGAVE

22

"Buy Norwegian" and "Norway in a nutshell", "Ski the Nor way" are all logos used by companies to attract the _____ consumer.

Select an alternative:

- dogmatic
- ethnocentric**
- innovative
- variety-seeking
- compulsive

24 OPPGAVE

23

_____ is how consumers actually see themselves, whereas _____ refers to how consumers would like to see themselves.

Select an alternative:

Ideal self-image; ideal social self-image

Actual self-image; ideal self-image

Social self-image; self-image

Actual social self-image; ideal social self-image

Ideal self-image; actual social self-image

25 OPPGAVE

24

Whenever we are asked whether we like or dislike a product, a service, a particular retailer, a specific direct marketer, or an advertising theme, we are being asked to express our _____.

Select an alternative:

intention to buy

attitudes

perceptions

cognitions

experience

26 OPPGAVE

25

The _____ component of the tri-component attitude model includes a consumer's emotions or feelings about a particular product or brand.

Select an alternative:

conative

objective

cognitive

affective

situational

27 OPPGAVE

26

In the theory of trying to consume, the consumer's attempts to consume may be a result of _____ or _____ impediments that prevent the desired action or outcome.

Select an alternative:

- personal; social
- personal; environmental**
- social; environmental
- physical; economic
- economic; environmental

28 OPPGAVE

27

Matthew recently purchased a new laptop for 1.200 EUR. He subsequently saw an advertisement for what appeared to be a similar model being sold for only 1.000 EUR. In order to resolve his _____, Matt decided that the cheaper model must not have as many attractive features as the model he purchased.

Select an alternative:

- indirect experience
- attitude formation
- subjective norm
- post-purchase dissonance**
- situational influence

29 OPPGAVE

28

In addition to the four basic components of sender, receiver, medium, and message, _____ is the fifth essential component of communication.

Select an alternative:

- stimulation
- feedback**
- transfer
- expression
- creativity

30 OPPGAVE

29

Receivers decode the messages they receive on the basis of _____.

Select an alternative:

- the framing of the advertisement
- their personal experiences and personal characteristics**
- their involvement with the product
- the sleeper effect
- the primacy effect

31 OPPGAVE

30

When the material presented first produces a greater effect than material presented later, this is known as the _____. When the material presented last produces a greater effect than material presented earlier, this is known as the _____.

Select an alternative:

central route to persuasion; peripheral route to persuasion

recency effect; primacy effect

primacy effect; recency effect

positive message framing; negative message framing

peripheral route to persuasion; central route to persuasion

32 OPPGAVE

31

Unlike informal sources, the formal communications sources are typically considered to be more reliable sources of information because the sender is perceived as having nothing to gain from the receiver's subsequent actions.

Select an alternative:

True

False

33 OPPGAVE

32

Only through _____ can the sender of a message determine whether and how well the message was received.

Select an alternative:

creative use of media

specifically identifying the target market

feedback

the sales response

receivers' facial expressions and body language

34 OPPGAVE

33

A _____ may be defined as two or more people who interact to accomplish either individual or mutual goals.

Select an alternative:

- group**
- target market
- market segment
- family
- household

35 OPPGAVE

34

Two or more people who shop together can be called a _____.

Select an alternative:

- friendship group
- shopping group**
- work group
- virtual group
- consumer-action group

36 OPPGAVE

35

In a(n) _____, the celebrity attests to the quality of the product or service based on personal usage.

Select an alternative:

- testimonial**
- endorsement
- advertisement
- slice-of-life commercial
- word-of-mouth campaign

37 OPPGAVE

36

When an advertisement for a quality frying pan features a chef as an endorser, or an advertisement for fishing tackle may contain the endorsement of a professional fishing guide, this is known as using a/an _____ appeal.

Select an alternative:

- common man
- expert**
- celebrity
- executive
- specialist

38 OPPGAVE

37

_____ is defined as the process by which children acquire the skills, knowledge, attitudes, and experiences necessary to function as consumers.

Select an alternative:

Intergenerational brand transfer

Peer socialisation

Consumer socialisation

Shared shopping experience

Family member socialisation

39 OPPGAVE

38

In the family decision-making process, family members with the power to determine whether to shop for, purchase, use, consume, or dispose of a specific product or service are referred to as _____.

Select an alternative:

preparers

gatekeepers

deciders

users

disposers

40 OPPGAVE

39

A symbolic group is any person or group that serves as a point of comparison for an individual in forming either general or specific values, attitudes, or a specific guide for behaviour.

Select an alternative:

True

False

41 OPPGAVE

40

In the promotion of a technical product, the "trustworthiness" of a celebrity is considered to be most important, whereas for a non-technical product, the "physical attractiveness" of the celebrity is most important.

Select an alternative:

True

False

42 OPPGAVE

41

_____ is defined as the division of members of a society into a hierarchy of distinct status classes, so that members of each class have relatively the same status and members of all other classes have either more or less status.

Select an alternative:

Wealth

Social class

Social status

Social stratification

Prestige

43 OPPGAVE

42

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

Select an alternative:

- conformity
- individualism
- culture**
- society
- subculture

44 OPPGAVE

43

Learning about foreign cultures is called _____.

Select an alternative:

- enculturation
- acculturation**
- ethnocentrism
- consumer research
- novoculturation

45 OPPGAVE

44

Why are firms selling their products all over the world?

Select an alternative:

- Overseas markets represent the single greatest opportunity for growth.**
 - Trade agreements require all companies operating within the agreement nations to have a global plan.
 - There is fear of the production of "me too" products elsewhere.
 - They want to gain new production and marketing ideas.
 - They want to take advantage of lower labour costs.

46 OPPGAVE

45

_____ are the first to purchase a new product.

Select an alternative:

- Opinion leaders
- Consumer innovators**
- Laggards
- Early adopters
- Market mavens

47 OPPGAVE

46

The development of MP3 players, when consumers were used to listening to their music on CD or cassette tape players, constitutes _____.

Select an alternative:

- discontinuous innovation
- circular innovation
- dynamically continuous innovation
- straight-line innovation
- continuous innovation**

48 OPPGAVE

47

Awareness, interest, evaluation, trial, and adoption/rejection are the five stages of _____.

Select an alternative:

- adopter categorisation
- purchase time
- the adoption process**
- buyer behaviour
- social systems

49 OPPGAVE

48

In cases of _____, the consumer needs a great deal of information to establish a set of criteria on which to judge specific brands and a correspondingly large amount of information concerning each of the brands to be considered.

Select an alternative:

- extensive problem solving**
- economic problem solving
- limited problem solving
- passive problem solving
- routinised response behaviour

50 OPPGAVE

49

Sue is looking for a new car. She had eliminated any car without comfortable seating for at least four people and that gets less than an average of 35 miles per gallon in fuel efficiency. Sue has used a lexicographic decision rule to narrow down her choices.

Select an alternative:

- True
- False**

50

A _____ is the exploratory phase of purchase behaviour in which consumers attempt to evaluate a product through direct use. Replace this with your question text...

Select an alternative:

- gift purchase
- trial purchase**
- loyalty purchase
- repeat purchase
- long-term commitment purchase