

Front page MF-205

Course code: MF-205

Course name: Consumer Behaviour

Date: 12.12.2016

Duration: 3 hour written individual exam

Resources allowed: Closed book examination. Dictionaries are allowed.

Notes:

Note that there are multiple questions on the pages containing cases.

The multiple choice test contributes 70% of the grade, while the open questions at the end contributes 30%.

GOOD LUCK!

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?

Select an alternative:

Yes

No

Question 1

Choose the one alternative that best completes the statement or answers the question.
Successful marketers define their markets in terms of _____.

Select an alternative:

- the lowest price for which a particular product can be manufactured
- the product the company has decided to produce
- the ethnicity of their primary consumers
- the needs they presume to satisfy
- the geographic location of their primary consumers

Question 2

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:

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

Question 3

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 report card. Jill's goal is referred to as a(n) _____, whereas Julia's goal is referred to as a(n) _____...

Select an alternative:

- positive object; negative object
- avoidance object; defensive object
- avoidance object; approach object
- approach object; avoidance object
- physical object; psychological object

Question 4

Individuals who successfully achieve their goals usually set new and higher goals for themselves; that is, they raise their _____

Select an alternative:

- levels of aspiration
- biogenic needs
- social status
- motivational state
- levels of self-awareness

Question 5

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

Question 6

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 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
- reflects similarities between personality individuals, personality is consistent and enduring, and personality does not change

Party beer mini case

PARTY BEER MINI CASE: Party Beverages brews beer and specifically targets its products to college students and young professionals. Its advertisements typically show a group of young adults having fun and drinking Party Beer together, along with their slogan *"Without the right Beer, it's just not a Party."*

In the PARTY BEER MINI CASE, Party Beverages' advertisements suggest that Party Beer will satisfy which step in Maslow's hierarchy of needs?

Velg ett alternativ

- power needs
- social needs
- achievement needs
- physiological needs
- ego needs

In the PARTY BEER MINI CASE, Party Beverages' advertisements suggest that Party Beer will satisfy which of Murray's psychogenic needs?

Velg ett alternativ

- needs concerned with exhibition
- needs associated with inanimate object
- needs that reflect ambition, power, accomplishment, and prestige
- needs concerned with affiliation or affection between people
- needs concerned with human power

In the PARTY BEER MINI CASE, Party Beverages' advertisements suggest that Party Beer will satisfy which element of the trio of basic needs?

Velg ett alternativ

- affiliation
- achievement
- self-actualization
- power
- affection

Question 10

_____ can simply be described as "How we see the world around us."

Select an alternative:

- Attitude
- Knowledge
- Perception
- Understanding
- Motivation

Question 11

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

Select an alternative:

- receptors
- intensities
- sensations
- realities
- stimuli

Question 12

John drives by the same billboard every day on his way to work. He has seen the billboard so many times, that he no longer notices it. This is an example of _____.

Select an alternative:

- sensory adaptation
- differential threshold
- absolute threshold
- just noticeable difference
- perceptual blocking

12 OPPGAVE

Question 13

Brand names stamped on eggs in supermarkets, featured on video screens in taxis, placed on subway tunnels in between stations, and featured on doctor's examination tables are examples of

Select an alternative:

- viral advertising
- experiential marketing
- objective reality
- ambush marketing
- sensory adaptation

13 OPPGAVE

Question 14

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

Select an alternative:

The stronger the consumer's need, the greater the tendency to ignore related stimuli in the environment.

In general, there is decreased awareness of stimuli that are relevant to consumers'

The stronger the consumer's need, the greater the tendency to pay attention to related stimuli in the environment.

Consumers tend to pay equal attention to all advertising, regardless of their needs at any given time.

In general, there is a heightened awareness of stimuli that are irrelevant to consumers' needs.

14 OPPGAVE

Question 15

Listening to the radio on the way home from work, Paul is particularly aware of an ad for McDonald's because he is getting hungry. This is an example of ____

Select an alternative:

selective exposure

selective attention

perceptual organization

perceptual defense

perceptual blocking

15 OPPGAVE

Question 16

Which of the following is true of services?

Select an alternative:

Services are tangible

It is more difficult for consumers to evaluate the quality of products than the quality of services.

Services are durable

Services are highly consistent in quality

Services are simultaneously produced and consumed.

16 OPPGAVE

Question 17

Consumers are more likely to view price as an indicator of quality if _____

Select an alternative:

they are experts

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 have little information to go on

they are familiar with the product or service

17 OPPGAVE

Question 18

Ragu, a spaghetti sauce maker, has decided to launch its most popular sauce flavors in a small pouch format that is more convenient to use. When they choose to launch their most popular sauce flavors, which are "tried and true," instead of new flavors, Ragu is trying to appeal to _____

Select an alternative:

- low-risk perceivers
- broad categorizers
- consumer innovators
- process-oriented consumers
- narrow categorizers

18 OPPGAVE

Question 19

If a cell phone company, Mobile Power, offers a warranty on their phones as an assurance their phones will perform as expected, it is likely an attempt to help mitigate consumers' perception of _____

Select an alternative:

- financial risk
- social risk
- functional risk
- physical risk
- psychological risk

19 OPPGAVE

Question 20

While Julia is watching television, she is faced with the clutter of nine successive commercial messages during a program break. The marketer who is running the second ad in the series is unlikely to communicate effectively with Julia because the other eight ads are _____.

Select an alternative:

- psychological noise
- selective exposure
- figurative noise
- symbolic noise
- informal noise

20 OPPGAVE

Question 21

Josie directs her advertising agency to focus on the benefits of her company's product without mentioning the competition. She is asking for a _____.

Select an alternative:

- two-sided message
- one-sided message
- positive frame
- vocal cue
- negative frame

21 OPPGAVE

Question 22

Which of the following is NOT true regarding humor appeals?

Select an alternative:

Lower sensation seekers are more receptive to humor appeals than higher sensation seekers. Using humor is more appropriate for low-involvement than high-involvement products. Alternative Humor attracts attention and enhances one's liking of the product advertised. Humor that is relevant to the product is more effective than humor unrelated to the product. Humor is more effective in targeting consumers that already have a positive attitude for the product.

Headache mini case

HEADACHE MINI CASE: Fast Relief sells a pain killer that is especially effective on relieving headache pain. Under the slogan "*If you really want to fix a problem, you have to use the right tools,*" Fast Relief advertising points out that while its tablets aren't as effective at relieving muscle pain as Cure-All, its leading competitor, clinical trials have shown that Fast Relief is 10 times more effective than Cure-All at relieving headaches. At the beginning of the advertising spot, a woman is shown with her eyes shut tight and her hand pressed against her forehead. Over the course of the ad, the woman's face gradually relaxes and she begins to look relieved and comfortable. Fast Relief also advertises its products by having its tablets used by actors to relieve their headaches during popular television shows.

In the HEADACHE MINI CASE, the woman shown in the television ad demonstrates that Fast Relief is helping relieve her headache by using _____.

Select an alternative:

- interpersonal communication
- celebrity endorsement
- corrective communication
- verbal cues
- nonverbal cues

In the HEADACHE MINI CASE, by pointing out that Fast Relief is not very effective at relieving muscle pain, the company is engaging in _____.

Select an alternative:

- positive message framing
- corrective advertising
- deceptive advertising
- comparative advertising
- two-sided advertising

In the HEADACHE MINI CASE, Fast Relief maintains that its tablets relieve headache pain 10 times more effectively than Cure-All. This is an example of _____.

Select an alternative:

- positive message framing
- corrective advertising
- branded entertainment
- deceptive advertising
- psychological noise

In the HEADACHE MINI CASE, Fast Relief outlines a side-by-side comparison between its pain reliever and that of Cure-All. This is known as _____

Select an alternative:

- psychological noise
- deceptive advertising
- comparative advertising
- corrective advertising
- branded entertainment

Question 27

_____ express(es) the collective principles, standards, and priorities of a community.

Select an alternative:

- Conformity
- Consumer behaviour
- Social class
- Cultural values
- Subculture

24 OPPGAVE

Question 28

In-crowd, pop mavericks, networked intelligentsia, and thrill renegades are examples of four segments developed based on a lifestyle matrix of global youth aged 14 to 24 at the _____ level.

Select an alternative:

- supranational
- group
- national
- subcultural
- reference group

25 OPPGAVE

Question 29

Whereas _____ takes place when parents, older siblings, and family members teach younger members how to behave, _____ takes place when children imitate the behaviors of others like family, friends, or TV and movie heroes and characters.

Select an alternative:

- formal learning; informal learning
- informal learning; technical learning
- informal learning; formal learning
- technical learning; informal learning
- technical learning; formal learning

26 OPPGAVE

Question 30

Within cultural values, happiness and self-respect are examples of _____

Select an alternative:

- instrumental values
- terminal values
- social values
- core values
- cultural values

27 OPPGAVE

Question 31

Also known as "echo boomers" and "millennials," members of the _____ subculture were born between the years 1980 and 1996.

Select an alternative:

- Generation Y
- Generation X
- Seniors
- Baby Boomer
- Twixter

28 OPPGAVE

Question 32

Two nations may use or consume the same product in very different ways or for different purposes. This is an example of which of the following basic research issues in cross-cultural analysis?

Select an alternative:

- differences in economic and social conditions and family structure
- differences in language and meaning
- differences in consumption patterns
- differences in perceived benefits of products and services
- differences in marketing research possibilities

29 OPPGAVE

Question 33

In some cultures, the female head of household is the primary decision maker when it comes to purchases for the family. In others, it is the male head of household. This is an example of which of the following basic research issues in cross-cultural analysis?

Select an alternative:

- differences in perceived benefits of products and services
- differences in marketing research possibilities
- differences in language and meaning
- differences in consumption patterns
- differences in economic and social conditions and family structure

Cola Mini Case

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.

Velg ett alternativ

- individualized
- uniform
- global
- homogeneous
- international

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.

Velg ett alternativ

- proculturation
- adculturation
- acculturation
- enculturation
- novoculturation

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

Velg ett alternativ

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

In the COLA MINI CASE, Islamic law prohibits the consumption of alcohol, leading to a relative increase in the consumption of soft drinks by Muslims in the Middle East. This is an example of

Velg ett alternativ

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

Question 38

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
- maximizes consumers' short-term values
- fills the marketplace with products that can be produced and sold cheaply

32 OPPGAVE

Question 39

30-minute commercials that appear to the average viewer as documentaries and therefore command more attentive viewing than obvious commercials would receive are known as _____.

Select an alternative:

- broadcast media
- infomercials
- product placement
- urgent ad-formation
- buzz marketing

33 OPPGAVE

Question 40

_____ 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:

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

34 OPPGAVE

Question 41

When Fizzy Cola advertizes that it will donate a portion of all the proceeds of cola packaged in its Olympic can to the Special Olympics, it is engaging in _____.

Select an alternative:

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

35 OPPGAVE

Write in your own words

Answer questions 1a+1b **OR** 2a+2b below. Write your answer in the space provided

Alternative 1

- a) What are the three levels of consumer decision making? Briefly define each.

- b) What factors determine how extensive a consumer's problem-solving task is?

Alternative 2

a) Name and explain the five factors that are likely to increase prepurchase search with regards to a product or service.

b) Identify and give an example of what happens during each of the five stages of the adoption process.

Fill in your answer here