

## Multiple Choice Questions

**Q.1.** Which of the following would be the best illustration of a subculture?

- A) a religion
- B) a group of close friends
- C) your university
- D) a fraternity or sorority

**Ans: A**

**Q.2.** The relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interests, and behavior constitute \_\_\_\_\_.

- A) a culture
- B) a subculture
- C) a social class
- D) a family

**Ans: A**

**Q.3.** A person's \_\_\_\_\_ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.

- A) subculture
- B) family
- C) social class
- D) reference groups

**Ans: D**

**Q.4.** Social classes differ in media preferences, with upper-class consumers often preferring \_\_\_\_\_ and lower-class consumers often preferring television.

- A) movies
- B) radio
- C) video or computer games
- D) magazines and books

**Ans: D**

**Q.5.** The family in a buyers life consisting of parents and siblings is the \_\_\_\_\_.

- A) family of procreation
- B) family of influence
- C) family of efficiency
- D) family of orientation

**Ans: D**

**Q.6.** Purchasing family when Gary was a high school student, he enjoyed rock music and regularly purchased hip clothing sported by his favorite rock band. However, five years later, when Gary became an accountant, his preference shifted toward formal clothing. Which of the following personal characteristics is likely to have had the most influence on Gary's preferences during his high school days?

- A) education
- B) age
- C) income
- D) gender

**Ans: B**

**Q.7.** Marriage, childbirth, and divorce constitute the \_\_\_\_\_ that shape the consumption pattern of individuals.

- A) psychological life cycle
- B) product life cycle
- C) social status
- D) critical life events

**Ans: D**

**Q.8.** Identify an economic circumstance that can greatly affect any product or brand choice.

- A) retirement
- B) values
- C) lifestyle
- D) borrowing power

**Ans: D**

**Q.9.** \_\_\_\_\_ refers to a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli.

- A) Image
- B) Personality
- C) Psychological transformation
- D) Lifestyle

**Ans: B**

**Q.10.** Consumers often choose and use brands that have a brand personality consistent with how they see themselves, also known as the \_\_\_\_\_

- A) actual self-concept
- B) ideal self-concept
- C) others' self-concept
- D) prohibitive self-concept

**ANS: A**

**Q.11.** \_\_\_\_\_ portrays the "whole person" interacting with his or her environment.

- A) Attitude
- B) Personality
- C) Lifestyle
- D) Self-concept

**ANS: C**

**Q.12.** Marketers who target consumers on the basis of their \_\_\_\_\_ believe that they can influence purchase behavior by appealing to people's inner selves.

- A) core values
- B) sophistication
- C) money constrain
- D) social class

**ANS: A**

**Q.13.**At the top of Maslow's hierarchy of needs (shown as a pyramid in the text) are \_\_\_\_\_ needs.

- A) esteem
- B) self-actualization
- C) social
- D) safety

**ANS: B**

**Q.14.**As Rita scans the yellow pages section of her phone book looking for a florist, she sees several other products and services advertised. Though interesting on first glance, she quickly returns to her primary task of finding a florist. The items that distracted her from her initial search were most likely stored in which of the following types of memory?

- A) Short-term memory
- B) Long-term memory
- C) Middle memory
- D) Subconscious memory

**Ans: A**

**Q.15.**All those factors particular to a time and place that do not follow from knowledge of the stable attributes of the consumer and the stimulus and that have an effect on current behavior are known as \_\_\_\_\_.

- A) situational influence
- B) motivators
- C) consumption triggers
- D) consumption influencers

**Ans: A**

**Q.16.**Which of the following also includes a situation-specific component?

- A) personality
- B) self-concept
- C) involvement
- D) demographics

**Ans: C**

**Q.17.** Which of the following is a situation in which consumer behavior occurs?

- A) communications situation
- B) purchase situation
- C) usage situation
- D) All of the above

**Ans: D**

**Q.18.** Which of the following is NOT a situation in which consumer behavior occurs?

- A) communications situation
- B) purchase situation
- C) usage situation
- D) all of the above are situations in which consumer behavior occurs

**Ans: D**

**Q.19.** The headline for the Rockport shoes ad reads, "I'm comfortable being the greatest that ever was or will be. Be comfortable. Uncompromised. Start with your feet." The ad shows a picture of Muhammad Ali, world famous boxer. In terms of Maslow's hierarchy, this ad was designed to appeal to the consumer's \_\_\_\_\_.

- A) Psychological needs
- B) Need for esteem
- C) Safety needs
- D) Self-actualization needs

**Ans: C**

**Q.20.** Understanding of consumer needs and then develops a marketing mix to satisfy these needs.

- A) The marketing concept
- B) The strategic plan
- C) The product influences
- D) The price influences

**Ans: A**

**Q.21.** \_\_\_\_\_ is one of the most basic influences on an individual's needs, wants, and behavior.

- A) Brand
- B) Culture
- C) Product
- D) Price

**Ans: B**

**Q.22.** In terms of consumer behavior; culture, social class, and reference group influences have been related to purchase and \_\_\_\_\_.

- A) Economic situations
- B) Situational influences
- C) Consumption decisions
- D) Physiological influences

**Ans: C**

**Q.23.** \_\_\_\_\_ develop on the basis of wealth, skills and power.

- A) Economical classes
- B) Purchasing communities
- C) Competitors
- D) Social classes

**Ans: D**

**Q.24.** \_\_\_\_\_ (is) are transmitted through three basic organizations: the family, religious organizations, and educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard.

- A) Consumer feedback
- B) Marketing information systems
- C) Market share estimates
- D) Cultural values

**Ans: D**

**Q.25.** In large nations, the population is bound to lose a lot of its homogeneity, and thus \_\_\_\_\_ arise.

- A) Multilingual needs
- B) Cultures
- C) Subcultures
- D) Product adaptation requirements

**Ans: C**

**Q.26.** \_\_\_\_\_ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.

- A) Multilingual needs
- B) Cultures
- C) Subcultures
- D) Product adaptation requirements

**Ans: C**

**Q.27.** Marketing managers should adapt the marketing mix to \_\_\_\_\_ and constantly monitor value changes and differences in both domestic and global markets.

- A) Sales strategies
- B) Marketing concepts
- C) Cultural values
- D) Brand images

**Ans: C**

**Q.28.** \_\_\_\_\_ has become increasingly important for developing a marketing strategy in recent years.

- A) Change in consumers' attitudes
- B) Inflation of the dollar
- C) The concept and the brand
- D) Age groups, such as the teen market, baby boomers, and the mature market

**Ans: D**

**Q.29.** Which of the following is an example of a social influence on consumer behavior?

- A) The fashion editor of Seventeen magazines writes that any teen who wants to be well-dressed for the first day of school must wear a shirt that shows her bellybutton
- B) The manufacturer of a line of aromatherapy candles markets them at very exclusive stores
- C) When Arne went to the store to buy a new dress for Easter, she decided not to buy anything because of the crowded conditions of the store
- D) Billie purchased a pair of Honey brand clogs instead of the Birkenstocks she wanted because the Birkenstocks were too expensive

**Ans: A**

**Q.30.** Which of the following is the most valuable piece of information for determining the social class of your best friend's parents?

- A) The number of years schooling that they had
- B) Their ethnic backgrounds
- C) Their combined annual income
- D) Their occupations

**Ans: D**

**Q.31.** Many sub cultural barriers are decreasing because of mass communication, mass transit, and \_\_\_\_\_

- A) The rising unemployment situation
- B) An influence of political power
- C) The use of new technology
- D) A decline in the influence of religious values

**Ans: C**

**Q.32.** Different social classes tend to have different attitudinal configurations and \_\_\_\_\_ that influence the behavior of individual members.

- A) Personalities
- B) Values
- C) Finances
- D) Decision makers

**Ans: B**



**Q.33.** \_\_\_\_\_ is the single factor that best indicates social class.

- A) Time
- B) Money
- C) Occupation
- D) Fashion

**Ans: C**

**Q.34.** 14% of the population that is differentiated mainly by having high incomes is classified as \_\_\_\_\_

- A) The working class
- B) The middle class
- C) Upper Americans
- D) Lower middle class

**Ans: C**

**Q.35.** In terms of consumption decisions, middle class consumers prefer to \_\_\_\_\_

- A) Buy at a market that sells at a whole sale rates
- B) Buy what is popular
- C) Buy only the brands which sell at affordable prices
- D) Analyze the market and select the best at the lowest prices

**Ans: B**

**Q.36.** What is the middle class concerned about?

- A) European travel and club memberships for tennis, golf, and swimming
- B) Prestigious schooling facility for their children
- C) Fashion and buying what experts in the media recommend
- D) Buying only "value for money" products

**Ans: C**

**Q.37.** \_\_\_\_\_ is the definition of reference groups.

- A) Groups that an individual looks to when forming attitudes and opinions
- B) Groups of people who have been referred to by someone they know
- C) Groups of office colleagues
- D) Chat groups on the internet

**Ans: A**

**Q.38.** \_\_\_\_\_ are factors that have been shown to affect consumer behavior.

- A) Brand name, quality, newness, and complexity
- B) Advertising, marketing, product, and price
- C) Outlets, strategies, concept, and brand name
- D) Quality, advertising, product positioning, and strategy

**Ans: A**

**Q.39.** The reason that higher prices may not affect consumer buying is \_\_\_\_\_.

- A) Most consumers prefer brand names which have higher prices
- B) 70% of the total population looks for quality services and is willing to pay higher prices
- C) Consumers believe that higher prices indicate higher quality or prestige
- D) Most consumers feel that the price is actually affordable

**Ans: C**

**Q.40.** \_\_\_\_\_ are the groups that individuals look to when forming attitudes and opinions.

- A) Reference groups
- B) Teenage groups
- C) Religious groups
- D) Adult groups

**Ans: A**

**Q.41.** Secondary reference groups include \_\_\_\_\_.

- A) Family and close friends
- B) Sports groups
- C) Ethnic and religious groups
- D) Fraternal organizations and professional associations

**Ans: D**

**Q.42.**When preparing Thanksgiving dinner last year, Marissa worried that her parents would hate the fact that she served bought pumpkin pies rather than making her own. In terms of social influences on her behavior, Marissa was most concerned with\_\_\_\_\_.

- A) A primary reference group
- B) A subculture influence
- C) A secondary reference group
- D) Cultural values

**Ans: A**

**Q.43.**As the mother of the groom, Ann was willing to wear the subdued-colored, tailored suit that the bride had selected for the wedding until the sales clerk showed Ann a red off-the-shoulder cocktail dress. Because the sales clerk kept telling Ann how great the dress looked and because the price of the dress was substantially lower than the suit Ann bought the dress to wear to the wedding. Assuming Ann really likes her son's fiancée and does not want to do anything to damage her relationship with him or his bride, Ann's decision to buy the red dress was a result of \_\_\_\_\_ influences.

- A) Economic
- B) Marketing
- C) Reference group
- D) Cultural

**Ans: B**

**Q.44.**Sales of 40 to 75 percent off on merchandise at Kmart stores that were being closed led many consumers who had not shopped at Kmart stores in a long time return to look for bargains. \_\_\_\_\_ influences led to these bargain-hunters revisiting Kmart stores.

- A) Antecedent
- B) Economic
- C) Infrastructural
- D) Marketing

**Ans: D**

**Q.45.**Marketing strategies are often designed to influence \_\_\_\_\_ and lead to profitable exchanges.

- A) Consumer decision making
- B) Sales strategies
- C) Advertising strategies
- D) Export strategies

**Ans: A**

**Q.46.**\_\_\_\_\_ refers to the information a consumer has stored in their memory about a product or service.

- A) Cognitive dissonance
- B) Product knowledge
- C) Product research
- D) Marketing research

**Ans: B**

**Q.47.**One of the key tasks of marketers is \_\_\_\_\_ and to create consumer perceptions that the product is worth purchasing.

- A) To make products easily visible and available
- B) To promote sales of products
- C) To differentiate their products from those of competitors
- D) To do marketing surveys

**Ans: C**

**Q.48.**Terence doesn't really like grapefruit but when all of his friends ordered grapefruit martinis, he felt that to be part of the gang he needed to buy one for himself. Which situational influence explains Terence's purchase of a grapefruit martini?

- A) Its marketing mix
- B) Task features
- C) Current conditions
- D) Social features

**Ans: D**

**Q.49.** The price of products and services often influence whether \_\_\_\_\_, and, if so, which competitive offering is selected.

- A) Consumers will purchase them at all
- B) Consumers see a need to buy
- C) Consumers will decide to buy immediately
- D) People would recommend the product

**Ans: A**

**Q.50.** \_\_\_\_\_ can influence the consumers' thoughts about products.

- A) Marketing and popularity
- B) Advertising, sales promotions, salespeople, and publicity
- C) Sales promotion, popularity, and marketing
- D) Billboards

**Ans: B**

**Q.51.** Marketing communications play a critical role in informing consumers about \_\_\_\_\_ including where they can be purchased and in creating favorable images and perceptions.

- A) Buying their products
- B) Price reductions
- C) Products and services
- D) The advantage over competition

**Ans: C**

**Q.52.** Marketers can create brand equity \_\_\_\_\_.

- A) By selling them in prestigious outlets
- B) By overpricing the product
- C) Preparing comparative information about competitive brands
- D) By making the products available in all locations

**Ans: A**

**Q.53.**Product involvement refers to \_\_\_\_\_ or personal relevance of an item.

- A) A consumer's perception of the importance
- B) The need of the product
- C) The price the product
- D) The amount of people who bought the product

**Ans: A**

**Q.54.**If the purchase is for a high-involvement product, consumers are likely to develop a high degree of \_\_\_\_\_ so that they can be confident that the item they purchase is just right for them.

- A) Brand loyalty
- B) Society
- C) Product knowledge
- D) References

**Ans: C**

**Q.55.**Many people waited weeks in the line for tickets to the latest Star Wars movies so they could be in the movie's first seating. Most people don't plan their movie ticket purchases more than a week in advance would prefer not to see a movie in a really crowded theater. Which situational influence explains why different people place such importance on being the first to see a movie?

- A) Its marketing mix
- B) Task features
- C) Physical features
- D) Social features

**Ans: B**

**Q.56.**Because Carter was tired, he decided to go in the restaurant and order a cool drink a big piece of chocolate pie. Which situational influence most likely caused Carter's behavior?

- A) Task features
- B) Social features
- C) Current conditions
- D) Physical features

**Ans: C**

**Q.57.**What is the least pressing in Maslow's Hierarchy of Needs?

- A) Self actualization
- B) safety needs
- C) physiological needs
- D) social needs

**Q.58.**Consumer purchases are influenced strongly by cultural, social, personal, and:

- A) psychographic characteristics.
- B) psychological characteristics.
- C) psychometric characteristics.
- D) supply and demand characteristics.

**Ans: B**

**Q.59.**A \_\_\_\_\_ is a group of people with shared value systems based on common life experiences and situations.

- A) culture
- B) subculture
- C) lifestyle composite
- D) social class

**Ans: A**

**Q.60.**Even though buying roles in the family change constantly, the \_\_\_\_\_ has traditionally been the main purchasing agent for the family.

- A) wife
- B) husband
- C) teenage children
- D) grandparent

**Ans: A**

**Q.61.**The energizing force that activates behavior and provides purpose and direction to that behavior is known as \_\_\_\_\_.

- A) motivation
- B) personality
- C) emotion
- D) perception

**Ans: A**

**Q.62.**Which of the following reflects the relatively stable behavioral tendencies that individuals display across a variety of situations?

- A) motivation
- B) personality
- C) emotion
- D) perception

**Ans: A**

**Q.63.**A major reason for the changing traditional purchasing roles for families is that:

- A) the economic conditions are forcing more teens to work.
- B) more women than ever hold jobs outside the home.
- C) children are spending more time on the Web.
- D) men and women now shop together or “shop until you drop” for entertainment purposes.

**Ans: B**

**Q.64.**The stages through which families might pass as they mature over time is a

- A) description of what is called the:
- B) adoption process.
- C) lifestyle cycle.
- D) Values and Lifestyle (VALS) topology.

**Ans: D**



**Q.65.** \_\_\_\_\_ is(are) a person's unique psychological characteristics that lead to relatively consistent and lasting responses to his or her own environment.

- A) Psychographics
- B) Personality
- C) Demographics
- D) Lifestyle

**Ans: B**

**Q.66.** The basic premise of the \_\_\_\_\_ is that people's possessions contribute to and reflect their identities; that is, "we are what we have."

- A) lifestyle concept
- B) self-concept
- C) personality concept
- D) cognitive concept

**Ans: B**

**Q.67.** A \_\_\_\_\_ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.

- A) motive
- B) want
- C) demand
- D) requirement

**Ans: A**

**Q.68.** A good synonym for motive is a(n) \_\_\_\_\_.

- A) omen
- B) need
- C) drive
- D) cue

**Ans: D**

**Q.69.**According to Maslow's Hierarchy of Needs, the lowest order of needs are called:

- A) self-actualization needs.
- B) social needs.
- C) safety needs.
- D) physiological needs.

**Ans: A**

**Q.70.**According to Maslow's Hierarchy of Needs, the highest order of needs are called:

- A) self-actualization needs.
- B) social needs.
- C) safety needs.
- D) physiological needs.

**Ans: A**

**Q.71.**\_\_\_\_\_ describes changes in an individual's behavior arising from experience.

- A) modeling
- B) motivation
- C) perception
- D) learning

**Ans: D**

**Q.72.**Which construct represents an unobservable inner force that stimulates and compels a behavioral response and provides specific direction to that response?

- A) motive
- B) personality
- C) emotion
- D) perception

**Ans: A**

**Q.73.** Kelly is hungry, and this inner force is making him search for the type of food he wants to eat. He decides that an Arby's roast beef sandwich will satisfy his hunger. This inner force that is compelling him to search for food is known as a(n) \_\_\_\_\_.

- A) motive
- B) personality trait
- C) emotion
- D) perception

**Ans: A**

**Q.74.** Maslow's hierarchy of needs is based on which premise?

- A) All humans acquire a similar set of motives through genetic endowment and social interaction.
- B) Some motives are more basic or critical than others.
- C) The more basic motives must be satisfied to a minimum level before other motives are activated.
- D) all of the above

**Ans: D**

**Q.75.** Maslow's hierarchy of needs includes all EXCEPT which of the following?

- A) cognition
- B) physiological
- C) safety
- D) belongingness

**Ans: A**

**Q.76.** In Maslow's hierarchy of needs, food, water, sleep, and to an extent, sex, are considered \_\_\_\_\_ motives.

- A) safety
- B) self-actualization
- C) physiological
- D) belongingness

**Ans: C**

**Q.77.**Smoke detectors, preventive medicines, insurance, retirement investments, seat belts, burglar alarms, and sunscreen are all examples of products to satisfy consumers' \_\_\_\_\_ needs.

- A) safety
- B) self-actualization
- C) physiological
- D) belongingness

**Ans: A**

**Q.78.**Which need in Maslow's hierarchy reflects a desire for love, friendship, affiliation, and group acceptance?

- A) safety
- B) self-actualization
- C) physiological
- D) belongingness

**Ans: D**

**Q.79.**Which of Maslow's needs reflects individuals' desires for status, superiority, self-respect, and prestige?

- A) safety
- B) self-actualization
- C) physiological
- D) esteem

**Ans: D**

**Q.80.**Which of Maslow's needs involves the desire for self-fulfillment, to become all that one is capable of becoming?

- A) safety
- B) self-actualization
- C) physiological
- D) belongingness

**Ans: B**

**Q.81.** Primary reference groups include \_\_\_\_\_

- A) college students
- B) office colleague
- C) family and close friends
- D) sports groups

**Ans: C**

**Q.82.** \_\_\_\_\_ refers to the buying behavior of final consumers.

- A) Consumer buyer behavior
- B) Target market buying
- C) Market segment business
- D) Business buying behavior

**Ans: A**

**Q.83.** \_\_\_\_\_ is individuals and households who buy goods and services for personal consumption.

- A) The target market
- B) A market segment
- C) The consumer market
- D) The ethnographic market

**Ans: C**

**Q.84.** \_\_\_\_\_ develop on the basis of wealth, skills and power.

- A) Economical classes
- B) Purchasing communities
- C) Competitors
- D) Social classes

**Ans: D**

**Q.85.**In large nations, the population is bound to lose a lot of its homogeneity, and thus \_\_\_\_\_ arise.

- A) Multilingual needs
- B) Cultures
- C) Subcultures
- D) Product adaptation requirements

**Ans: C**

**Q.86.**\_\_\_\_\_are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.

- A) Multilingual needs
- B) Cultures
- C) Subcultures
- D) Product adaptation requirements

**Ans: C**

**Q.87.**\_\_\_\_\_ has become increasingly important for developing a marketing strategy in recent years.

- A) Change in consumers' attitudes
- B) Inflation of the dollar
- C) The concept and the brand
- D) Age groups, such as the teen market, baby boomers, and the mature market

**Ans: D**

**Q.88.**Which of the following is the most valuable piece of information for determining the social class of your best friend's parents?

- A) The number of years schooling that they had
- B) Their ethnic backgrounds
- C) Their combined annual income
- D) Their occupations

**Ans: D**

**Q.89.**\_\_\_\_\_ is the single factor that best indicates social class.

- A) Time
- B) Money
- C) Occupation
- D) Fashion

**Ans: C**

**Q.90.**\_\_\_\_\_ is the definition of reference groups.

- A) Groups that an individual looks to when forming attitudes and opinions
- B) Groups of people who have been referred to by someone they know
- C) Groups of office colleagues
- D) Chat groups on the internet

**Ans: A**

**Q.91.**\_\_\_\_\_ are the groups that individuals look to when forming attitudes and opinions.

- A) Reference groups
- B) Teenage groups
- C) Religious groups
- D) Adult groups

**Ans: A**

**Q.92.**\_\_\_\_\_ are factors that have been shown to affect consumer behavior.

- A) Brand name, quality, newness, and complexity
- B) Advertising, marketing, product, and price
- C) Outlets, strategies, concept, and brand name
- D) Quality, advertising, product positioning, and strategy

**Ans: A**

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- A) Time
- B) Money
- C) Occupation
- D) Fashion

**Ans: C**

**Q.94.** \_\_\_\_\_ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.

- A) Multilingual needs
- B) Cultures
- C) Subcultures
- D) Product adaptation requirements

**Ans: C**

**Q.95.** In large nations, the population is bound to lose a lot of its homogeneity, and thus \_\_\_\_\_ arise.

- A) Multilingual needs
- B) Cultures
- C) Subcultures
- D) Product adaptation requirements

**Ans: C**

**Q.96.** \_\_\_\_\_ (is) are transmitted through three basic organizations: the family, religious organizations, and educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard.

- A) Consumer feedback
- B) Marketing information systems
- C) Market share estimates
- D) Cultural values

**Ans: D**



**Q.97.** Which of the following is NOT part of group influence?

- A) Social Class
- B) Social Group
- C) Reference Group
- D) Personality

**Ans. D**

**Q.98.** \_\_\_\_\_ is one of the most basic influences on an individual's needs, wants, and behavior.

- A) Brand
- B) Culture
- C) Product
- D) Price

**Ans: B**

**Q.99.** In large nations, the population is bound to lose a lot of its homogeneity, and thus \_\_\_\_\_ arise.

- A) Multilingual needs
- B) Cultures
- C) Subcultures
- D) Product adaptation requirements

**Ans: C**

**Q.100.** Marketing managers should adapt the marketing mix to \_\_\_\_\_ and constantly monitor value changes and differences in both domestic and global markets.

- A) Sales strategies
- B) Marketing concepts
- C) Cultural values
- D) Brand images

**Ans: C**