**Question 1**

Marketers often use principles and theories from sociology and psychology to:

A) decipher many consumer actions and develop basic strategies for dealing with their behavior.

B) replace the old economic and accounting foundations of the disciplines in the twenty-first century.

C) add to the perception that both science and art are involved in marketing.

D) distance the discipline from other business disciplines such as finance and operations.

E) all of these

**Question 2**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ describes the steps that consumers go through before, during, and after making purchases.

A) Maslow's Hierarchy of Needs

B) The universal set

C) The consumer decision process model

D) The internal locus of control

E) Need recognition

**Question 3**

The consumer decision process begins when:

A) consumers see ads on television.

B) marketers convince people to buy goods and services they don't need.

C) psychological needs become stronger than functional needs.

D) customers recognize that they have an unsatisfied need.

E) All of these.

**Question 4**

Once a consumer recognizes a need, the consumer decision process continues with:

A) internal and external searches for information.

B) an extensive search of the internet.

C) evaluation of every possible way to satisfy that need.

D) a marketer's intervention to convince the consumer to buy a product.

E) scenario planning.

**Question 5**

Marketers would like to be in the consumer's \_\_\_\_\_\_\_\_\_ set for a purchase decision, but even more, they would like to be in the consumer's \_\_\_\_\_\_\_\_\_ set.

A) global; preferred

B) determinant; focused

C) retrieval; evoked

D) latent; active

E) cognitive; behavioral

**Question 6**

Peter could attend any of several universities. He has high grades and test scores and was a star athlete in high school. He has been approached by recruiters from several schools, all of whom talk about opportunities in their athletic programs, the quality of their academics, and the potential for scholarships. Despite all this attention, Peter will only consider local universities because his girlfriend is still in high school. For his college choice, Peter is using a:

A) psychological risk rule.

B) compensatory decision rule.

C) noncompensatory decision rule.

D) decision heuristic rule.

E) None of these

**Question 7**

Marketers are particularly interested in \_\_\_\_\_\_\_\_\_\_\_\_\_ behavior because it entails actual rather than potential customers.

A) information search

B) decision rule

C) self-actualization

D) post-purchase

E) limited problem solving

**Question 8**

When customers are dissatisfied, they:

A) immediately contact an attorney to seek relief.

B) often want to complain to many people.

C) almost always return the item to the store.

D) throw the item away unless it is really expensive.

E) all of these.

**Question 9**

Maslow's Hierarchy of Needs is a powerful tool for marketers to:

A) explain different kinds of motives consumers have and use.

B) set differential pricing based on how much an individual needs a product or service.

C) rank needs in compensatory decision making.

D) distinguish between implicit, tacit, and explicit needs.

E) guide new product development.

**Question 10**

The term "perception" refers to:

A) the top of Maslow's Hierarch of Needs.

B) learning curve interpretation.

C) the process by which individuals select, organize, and interpret information.

D) decision heuristics.

E) the formation of attitudes.

**Question 11**

Consumer purchases may be affected by perceived or actual \_\_\_\_\_\_\_\_\_\_\_\_\_\_, which refer to the way consumers spend their time and money.

A) compensatory decision rules

B) social factors

C) cultural values

D) situational factors

E) lifestyles