

1. Studying how consumers decide to buy products is a good definition of consumer behavior.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: A-head: What is Consumer Behavior?

KEYWORDS: Bloom's: Knowledge

2. Consumer behavior includes consumers' emotional, mental, and behavioral responses associated with the activities of purchase, use, and disposal of good and services.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic;- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills

CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

3. Individual consumers purchase goods and services to satisfy their own personal needs and wants or to satisfy the need and wants of others.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic;- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills

CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

4. Hospitals, schools, and government agencies are all considered organizational consumers.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

5. Consumer behavior researchers are primarily only interested in consumers' purchase behaviors.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

6. Consumer behavior researchers are interested in consumer responses, which include their emotional, mental, and behavior responses.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

7. Paula likes to sew quilts. She often collects old clothes from her family and friends to cut up and use in her quilts. When she does this, Paula is engaging in a consumer use/consumption activity.

a. True

b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills

CB&C Model Customer

KEYWORDS: Bloom's: Comprehension

8. Recycling aluminum cans, reading a newspaper, and reselling an old couch at a garage sale are all types of consumer disposal activities.

a. True

b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills

CB&C Model Customer

KEYWORDS: Bloom's: Comprehension

9. Torn and Kelly watching a movie they rented. They are engaged in a consumer purchase activity.

a. True

b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills

CB&C Model Customer

KEYWORDS: Bloom's: Comprehension

10. Organizations that market products or services often study consumer behavior in order to improve business performance.

a. True

b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.II.OI.02- 01.02

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

11. Consumer welfare is the establishment of laws and regulations that guide and govern business practices in order to protect consumers.

a. True

b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.II.OI.02- 01.02

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Ethical and Legal Understanding and Reasoning Abilities
AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

12. Public Policy is the establishment of laws and regulations that guide and govern business practices in order to protect consumers.

a. True

b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.II.OI.02- 01.02

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Ethical and Legal Understanding and Reasoning Abilities
AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

13. Consumer actions that are unhealthy, unethical, or potentially dangerous to an individual or society are often called "the dark side of consumer behavior."

a. True

b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.11.01.02- 01.02

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Ethical and Legal Understanding and Reasoning Abilities

AACSB Reflective Thinking Skills

CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

14. Customer perceived value is the idea that customer benefits should not only meet but exceed expectations in unanticipated ways.

a. True

b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.11.01.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

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TOPICS: AACSB Reflective Thinking Skills

CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

15. Customer perceived value is the consumer's overall assessment of the utility of a product based on the perceptions of what is given and received.

a. True

b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.11.01.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

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TOPICS: AACSB Reflective Thinking Skills

CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

16. According to your readings, Procter and Gamble executives believe that delighting customers during their usage experience with their products represent "moments of truth" for the company.

a. True

b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.II.OI.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills

CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

17. During the peak of the Motivation Research movement, Ernest Dichter performed in-depth interviews for over 200 different product categories.

a. True

b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.II.OI.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

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TOPICS: AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

KEYWORDS: Bloom's: Knowledge

18. The Motivation Research movement left two important legacies to the field of consumer research: (1) a focus on consumer motivations, and (2) the technique of focus group research.

a. True

b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

KEYWORDS: Bloom's: Comprehension

19. The Interpretivism research approach applies the tenets of the scientific method to explain and predict consumer behavior.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.II.O1.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

20. The primary methods of Behavioral Science include the experimental approach and the marketing science approach.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.II.O1.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

21. Paul wants to perform a research study to explore how people feel while they shop for a house. He really wants to be able to describe a person's emotional experience during this buying process. Paul will probably use qualitative research methods.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.O1.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

22. Qualitative research methods collect empirical data and use large representative samples so that statistical analyses can be performed and generalization of the results can be made.

a. True

b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.11.01.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

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TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

23. Qualitative research methods require large representative samples of data to be valid; thus, their results can typically be generalized to the larger population of interest.

a. True

b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.11.01.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

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TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

24. The first step in the Scientific Method is to form a hypothesis and make a prediction.

a. True

b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.11.01.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research
CB&C Model Strategy

KEYWORDS: Bloom's: Knowledge

25. The Scientific Method should only be used in the physical sciences, not in marketing.

- a. True
- b. False

ANSWER: False

POINTS: ■

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.II.OI.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS:
AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research
CB&C Model Strategy

KEYWORDS: Bloom's: Knowledge

26. Procter and Gamble's Crest Whitestrips, featured in your readings, has been one of the company's most successful product launches because the management team relied on intuition to guide their decisions.

- a. True
- b. False

ANSWER: False

POINTS: ■

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS:
AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

27. Executives at McDonald's were curious to know **if** their new soft-drink cup design was attractive to customers. Basic research can help them find the answer to this question.

- a. True
- b. False

ANSWER: False

POINTS: ■

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS:
AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

28. A key benefit of basic research is that conclusions drawn from it can be generalized across many situations.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.11.01.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

29. Research has shown that there is relationship between the number of added features a cell phone has and the level of customer satisfaction, such that as features go down, satisfaction goes down. This type of relationship represents a negative correlation.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.11.01.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

30. Research has shown that there is relationship between the number of coupons issued in a market and the level of sales, such that as the number of coupons issued goes up, sales go up. This type of relationship represents a positive correlation.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.11.01.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

31. An illusory correlation means there is no predictable relationship between two variables.

- a. True
- b. False

ANSWER: False

POINTS: ■

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.II.OI.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

32. An zero correlation means there is no predictable relationship between two variables.

- a. True
- b. False

ANSWER: True

POINTS: ■

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.II.OI.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

33. A positive correlation means that one variable causes some influence the other variable.

- a. True
- b. False

ANSWER: False

POINTS: ■

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.II.OI.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

34. The cause always precedes an effect.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.11.01.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

35. Systematic testing and following the Scientific Method can allow researchers to determine causal relationships with a high degree of certainty.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.11.01.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

36. If a retailer knows that advertising is highly correlated with increased store traffic, then he or she can be confident that increased advertising will cause an increase in store traffic.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.11.01.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

37. Secondary data are data that already exist and are accessible.

- a. True
- b. False

ANSWER: True

POINTS: ■

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.II.OI.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

38. Secondary data tends to take longer to collect than primary data.

- a. True
- b. False

ANSWER: False

POINTS: ■

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.II.OI.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Customer
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

39. The advantages of secondary data are that the information is specific and relevant to a specific project, is current, and the data can be controlled.

- a. True
- b. False

ANSWER: False

POINTS: ■

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.II.OI.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

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TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

40. A company's sales records represent primary data.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.11.01.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

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TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

41. Researchers at Kraft Foods were interested in how dads prepare dinners when they use the company's macaroni and cheese product, so they asked some dads **if** they could film them making dinner. This is an example of unobtrusive observation.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.11.01.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

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TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

42. Surveys are useful for collecting specific, often complex information from a large number of people.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.11.01.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

43. Mall-intercept surveys, in-depth interviews, and focus groups are all forms of direct questioning in consumer research.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Moderate
LEARNING OBJECTIVES: COBE.KARD.11.01.05- 01.05
NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic
STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics
TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Customer
CB&C Model Research
KEYWORDS: Bloom's: Knowledge

44. Focus groups often generate responses that participants would be unwilling or unable to give in a depth-interview.

- a. True
- b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Challenging
LEARNING OBJECTIVES: COBE.KARD.11.01.05- 01.05
NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic
STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics
TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Customer
CB&C Model Research
KEYWORDS: Bloom's: Comprehension

45. When respondents don't answer a question on a survey honestly or completely because they feel the information is too personal or embarrassing, the question is suffering from social desirability bias.

- a. True
- b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
LEARNING OBJECTIVES: COBE.KARD.11.01.05- 01.05
NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic
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AACSB Reflective Thinking Skills
CB&C Model Research
KEYWORDS: Bloom's: Knowledge

46. In an experiment, independent variables are held constant so they can be controlled.

- a. True
- b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.11.01.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

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TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

47. In an experiment, participants should be randomly assigned to the conditions.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.11.01.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

48. Experimentation is the best method for determining causality.

- a. True
- b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.11.01.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

49. _____entails all consumer activities associated with the purchase, use, and disposal of goods and services, including the consumer's emotional, mental, and behavioral responses that precede, determine, and follow these activities.
- Public policy
 - Consumer Behavior
 - Marketing
 - Consumption
 - The marketing concept

ANSWER: b

POINTS: 2

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

50. Consumer behavior researchers are interested in consumer responses. These responses primarily include which of following:
- thoughts, beliefs, and cognition
 - feelings, emotions, and attitudes
 - motivation and behavior
 - emotions, cognition, and behavior
 - researchers are really only concerned with behavior

ANSWER: d

POINTS: 2

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

51. _____purchase goods and services to satisfy their own personal needs and wants or to satisfy the needs and wants of others.
- a. Individual consumers
 - b. Non-profit organizations
 - c. Organizational consumers
 - d. Purchasing agents
 - e. All of the above are correct.

ANSWER: a

POINTS: 2

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

52. _____purchase goods and services to produce other goods or services, or resell them, or run their operation.
- a. Manufacturers
 - b. Non-profit organizations
 - c. Organizational consumers
 - d. Government agencies
 - e. All of the above are correct.

ANSWER: e

POINTS: 2

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

53. Donating your old clothes to The Salvation Army is classified as:

- a. consumer behavior
- b. a disposal activity
- c. a consumer response**
- d. a type of recycling
- e. All of the above are correct.

ANSWER: e

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Comprehension

54. Which of the following is not a use/consumption activity?

- a. Watching movie in a theatre
- b. Eating an ice cream cone
- c. Test-driving a car
- d. Getting a haircut
- e. Turning on a lamp

ANSWER: c

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Comprehension

55. John is trying to decide where to attend college. He has researched several schools online; he has visited three colleges; and he has discussed his preferences with his family. John is currently engaged in what consumer activity?
- a. Purchase activity
 - b. Consumption activity
 - c. Use activity
 - d. Disposal activity
 - e. None of the above is correct.

ANSWER: a

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Comprehension

56. Raymond is visiting the dentist; he is having a wisdom tooth pulled. What type of consumer behavior activity is Raymond engaged in?
- a. Purchase activity
 - b. Use/consumption activity
 - c. Communication activity
 - d. Disposal activity
 - e. None of the above is correct.

ANSWER: b

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Comprehension

57. Activities through which consumers purchase goods and services, including all of the search and evaluation activities that lead up to purchase, are classified as what type of consumer activity?
- a. Purchase activity
 - b. Consumption activity
 - c. Use activity
 - d. Disposal activity
 - e. None of the above is correct.

ANSWER: a

POINTS: 2

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

58. _____ include a consumer's overt decisions and actions during purchase, use, and disposal activities.
- a. Behavioral responses
 - b. Mental responses
 - c. Cognitive responses
 - d. Emotional responses
 - e. Social responses

ANSWER: a

POINTS: 2

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

59. _____include a consumer's affect, feelings, and moods during purchase, use, and disposal activities.

- a. Behavioral responses
- b. Mental responses
- c. Cognitive responses
- d. Emotional responses
- e. Social responses

ANSWER: d

POINTS: 2

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.15.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

60. Which of the following is not a benefit of studying consumer behavior?

- a. Improving business performance
- b. Influencing public policy
- c. Educating consumers and helping them make better decisions
- d. Helping businesses achieve a selling orientation
- e. All of the above are benefits of studying consumer behavior.

ANSWER: d

POINTS: 2

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.11.01.02- 01.02

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

61. _____ is the establishment of laws and regulations that guide and govern business practices in order to protect consumers.
- a. Consumer welfare
 - b. Consumer behavior
 - c. Public policy
 - d. Organizational consumer behavior
 - e. Consumer endowment

ANSWER: c

POINTS: 2

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.II.OI.02- 01.02

NATIONAL STANDARDS: United States- BUSPROG: Analytic- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Ethical and Legal Understanding and Reasoning Abilities
CB&C Model Customer
CB&C Model Strategy

KEYWORDS: Bloom's: Knowledge

62. _____ is the idea that firms should discover and satisfy customer needs and wants in an efficient and profitable manner while benefiting the long-term interests of society.
- a. Behavioral science
 - b. Customer delight
 - c. The marketing concept
 - d. A selling orientation
 - e. Interpretivism

ANSWER: c

POINTS: 2

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.II.OI.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

63. Which of the following about "Motivation Research" is false?
- a. Motivation research is one of the earliest approaches to studying consumer behavior.
 - b. Many advertisers embraced motivation research because it could seemingly tap into deep rooted needs of **consumers**.
 - c. This method applied observational and focus group techniques to explore consumers' motivations.
 - d. The method of developed by psychologist named Ernest Dichter.
 - e. Dichter viewed consumers as predominantly immature, irrational and driven by hidden erotic desires.

ANSWER: c

POINTS: 2

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.II.O1.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Customer
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

64. Kay and Lucy are both consumer researchers. They are arguing about various research approaches. Kay says, "Lucy, I don't understand why you waste your time doing all of those experiments. Consumer behavior can't be researched like chemistry! Consumers are irrational with their own subjective reality." Lucy responds, "I don't agree. Consumers behave more consistently than you might think, and it is perfectly appropriate to apply the scientific method-approach to studying consumers. Only by treating consumer behavior as a science can we generate generalizable theories of behavior." Based on this discussion, what consumer behavior research approach does Kay most support?
- a. An Ernest Dichter/Freudian approach
 - b. A psychological approach
 - c. Behavioral science approach
 - d. Interpretivism approach
 - e. Motivational research approach

ANSWER: d

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.O1.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Reflective Thinking Skills
CB&C Model Customer
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

65. Consider the Scientific Method discussed in your readings:

- Observation and Ask Questions
- Form a Hypothesis and Make a Prediction

What is the next step?

- a. Test the Hypothesis
- b. Establish a Budget
- c. Generate a Theory
- d. Gather Information
- e. Choose a Research Method

ANSWER: a

POINTS: 2

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.II.OI.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research
CB&C Model Strategy

KEYWORDS: Bloom's: Knowledge

66. _____ is the systematic process of planning, and then collecting, analyzing, and interpreting data and information relevant to marketing problems.

- a. Consumer behavior
- b. The scientific method
- c. Secondary data collection
- d. Qualitative research
- e. None of the above is correct.

ANSWER: e

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

67. Mike is professor who does research in consumer behavior. He is interested in finding out **if** women are more likely than men to listen to music jingles in advertising. What type of research will Mike most likely engage?
- Focus group research
 - Applied research
 - Secondary data collection
 - Qualitative research
 - Basic research

ANSWER: e

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

68. Research has shown that there is a relationship between a person's shoe size and their writing proficiency, such that people with larger shoe sizes tend to have greater writing skill. What type of relationship is this?
- A causal relationship
 - A positive correlation
 - A zero correlation
 - An illusory correlation
 - A negative correlation

ANSWER: b

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

69. Which of the following is an example of a negative correlation?

- a. As advertising increases, sales increase
- b. As advertising increases, sales go either up or down
- c. As advertising decreases, sales decrease
- d. As advertising increases, sales decrease
- e. Both C and D are correct.

ANSWER: d

POINTS: 2

DIFFICULTY: Moderate

LEARNING

OBJECTIVES:

COBE.KARD.11.01.04 -
01.04

NATIONAL STANDARDS: United States - BUSPROG: Analytic: -

BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual

Dynamics - Individual Dynamics

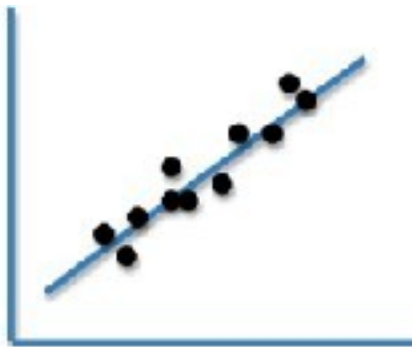
TOPICS: AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

KEYWORDS: Bloom's: Knowledge

70. What type of correlation is shown in this graph?



- a. An illusory correlation
- b. A positive correlation
- c. A negative correlation
- d. A zero correlation
- e. A confounding correlation

ANSWER: b

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.11.01.04 - 01.04

NATIONAL STANDARDS: United States - BUSPROG: Analytic: - BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

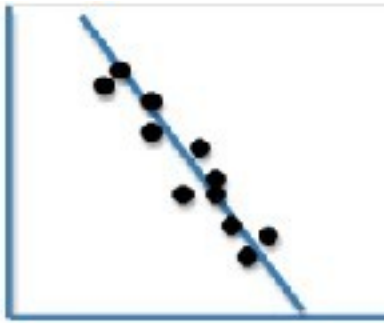
TOPICS: AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

KEYWORDS: Bloom's: Comprehension

71. What type of correlation is shown in this graph?



- a. An illusory correlation
- b. A positive correlation
- c. A negative correlation
- d. A zero correlation
- e. A confounding correlation

ANSWER: c

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.11.01.04 - 01.04

NATIONAL STANDARDS: United States - BUSPROG: Analytic: - BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

KEYWORDS: Bloom's: Comprehension

72. Many consumers believe (and some orange juice makers imply in their advertising) that when it comes to the quality of non-frozen orange juice, the closer the processing plant is the growing field, the fresher and higher quality the juice. However, there is no correlational relationship between these variables. This type of correlation is called:

- a. a confounding correlation
- b. an illusory correlation
- c. a positive correlation
- d. a spurious correlation
- e. a negative correlation

ANSWER: b

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.11.01.05 - 01.05

NATIONAL STANDARDS: United States - BUSPROG: Analytic: - BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

KEYWORDS: Blooms: Knowledge

73. Which of following is not a secondary data source?

- a. Past company sales records
- b. U.S. Bureau of Census reports
- c. Documented results of previous research
- d. Magazines like *Advertising Age*
- e. All of the above are secondary data sources.

ANSWER: e

POINTS: 2

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.II.OI.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

74. Jean works at Cedar Point Amusement Park. Her job is to help design how the concession stands are laid out in the park and to help decide how the exterior of the stands should look. She is currently designing a new candy stand. In order to help her make design decisions, she spends several days observing people walking around the park and she stops many of them and asks them questions about how they choose where to eat in the park and what they look for in a food stand. Jean is engaged in:

- a. secondary data collection
- b. experimentation
- c. projective technique data collection
- d. focus group data collection
- e. primary data collection

ANSWER: e

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

75. What is the most valid criticism of the following question that appears on a questionnaire given to college students:

"Have you ever cheated on an examination?"

- a. **It** is a leading question.
- b. **It** is an ambiguous question.
- c. **It** has potential for social desirability bias.
- d. **It** is a double-barreled question.
- e. **It** is an open-ended question.

ANSWER: c

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

76. _____ usually consist of 6 to 12 people involved in a discussion led by a facilitator who monitors and guides the group discussion.

- a. In-depth interviews
- b. Observational studies
- c. Experiments
- d. Group studies
- e. None of the above is correct

ANSWER: e

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

77. Jane is on the spring formal organizing committee for her sorority. She notices that every time they meet to discuss new ideas, they seem to focus on just one idea. It seem like once an idea is presented, no one wants to disagree or offer anything different for the sake of unanimity. Jane's committee is probably experiencing:
- a lack of clear goals
 - group hypertension
 - group cohesion
 - group stress
 - groupthink

ANSWER: e

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

78. _____ attempts to understand cause-and-effect relationships by carefully manipulating independent variables and controlling constants.
- Focus groups
 - Observational Studies
 - Experiments
 - Projective Techniques
 - None of the above is correct.

ANSWER: c

POINTS: 2

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.II.OI.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

79. In an experiment, the independent variable is _____, and the dependent variable is _____.
- a. manipulated; measured
 - b. measured; held constant
 - c. held constant; manipulated
 - d. manipulated; held constant
 - e. measured; manipulated

ANSWER: a

POINTS: 2

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.11.O1.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic;- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

80. In an experiment, the independent variable is the _____, and the dependent variable is the _____.
- a. statistic; control
 - b. cause; effect
 - c. effect; cause**
 - d. control; statistic
 - e. cause; control**

ANSWER: b

POINTS: 2

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.11.O1.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic;- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

81. Which of the following about projective techniques used in marketing research are false?
- a. Projective techniques often generate responses that participants would be unwilling or unable to give if questioned directly.
 - b. Projective techniques originated in the field of psychology.
 - c. In one class of projective techniques, called completion tasks, subjects fill-in-the-blanks by finishing sentences **or stories**.
 - d. Projective techniques provide the advantages of providing data that is quick to collect, code, and analyze because the data can be collected using a survey.
 - e. In expression-type projective techniques, subjects describe the actions of typical others.

ANSWER: d

POINTS: 2

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

KEYWORDS: Bloom's: Comprehension

82. Identify and define the three primary human responses studied in consumer behavior research.

ANSWER: **Emotional** responses (also called affective responses) are a consumer's emotions, feelings and moods.

Mental responses (also referred to as cognitive responses) include a consumer's thought processes, opinions, beliefs, attitudes, and intentions about products and **services**.

Behavioral responses include a consumer's overt decisions and actions during the purchase, use, and disposal activities identified above.

POINTS: 10

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.I5.01.01- 01.01

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Communication Abilities

AACSB Reflective Thinking Skills

CB&C Model Customer

KEYWORDS: Bloom's: Knowledge

83. What are the primary benefits of studying consumer behavior?

ANSWER:

1. Improving Business Performance: Individuals within organizations that market products and services often study consumer behavior-or use the results and recommendations of others' research-in order to improve business performance through customer-focused strategy.
2. Influencing Public Policy: Those interested in shaping public policy study consumer behavior in order to understand the public's needs and wants, and at the same time protect the public from unfair, unethical, or dangerous business practices.
3. Educating and Assist Consumers: Many people study consumer behavior because they want to educate consumers or help them act responsibly.

POINTS: 10

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.II.OI.02- 01.02

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS:

- AACSB Communication Abilities
- AACSB Ethical and Legal Understanding and Reasoning Abilities
- AACSB Reflective Thinking Skills
- CB&C Model Customer
- CB&C Model Strategy

KEYWORDS: Bloom's: Knowledge

84. Discuss the differences between "Behavioral Science" and "Interpretivism."

ANSWER:

Behavioral science applies the tenets of the scientific method, relying on systematic, rigorous procedures to explain, control, and predict consumer behavior. Thus, behavioral scientists study people and their behaviors in the same way that natural scientists study physical phenomena. Behavioral scientists who study consumer behavior tend to view consumers as largely rational; they seek causes for behavior, conduct research to be used for strategic marketing decision making, and predominantly use quantitative research methods.

Interpretivism approaches consumers as more non-rational beings and view consumers' reality as highly subjective, collecting data to describe and *interpret* this reality. Interpretivist consumer researchers often take particular interest in the consumption experience and stress the benefits of understanding the consumer from a broader societal perspective. They also tend to reject the quantitative approach to research methods.

POINTS: 10

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.II.OI.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS:

- AACSB Business Knowledge and Analytic Skills
- AACSB Communication Abilities
- AACSB Reflective Thinking Skills
- CB&C Model Research

85. Kay and Lucy are both consumer researchers. They are arguing about various research approaches. Kay says, "Lucy, I don't understand why you waste your time doing all of those experiments. Consumer behavior can't be researched like chemistry because they are irrational and totally unpredictable!" Lucy responds, "I don't agree. Consumers behavior more consistently than you might think, and it is perfectly appropriate to apply the scientific method-approach to studying consumers. Only by treating consumer behavior as a science can we generate generalizable theories of behavior."

Based on Kay and Lucy's discussion, what consumer behavior research approach does Kay most support and Lucy most support?

ANSWER: Kay supports the Interpretivism research approach because she believes that consumers are irrational. Lucy supports the Behavioral Science perspective. She feel that people can be studied by applying the scientific method.

POINTS: 10

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Communication Abilities
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

86. Describe the steps in the scientific method.

ANSWER: The steps of the scientific method include:

- 1. Observation and Asking the Question:** Observations we make in the world around us are the basis for formulating questions or problems we want to solve.
- 2. Form a Hypothesis and Make a Prediction:** When a question or problem emerges from observation, we generate a potential explanation called a hypothesis that might answer the question. A prediction is what we expect to happen if our hypothesis is correct.
- 3. Test the Hypothesis:** We test our hypotheses under controlled conditions, such as testing one hypothesis at a time and limiting the circumstances/environment of the testing to see if our predictions are correct.
- 4. Theory Generation:** If a hypothesis is confirmed via testing and re-testing, we generate a theory, which is a general explanation for our original question. Once a theory is established, it also guides future research.

POINTS: 10

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.03- 01.03

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Communication Abilities
AACSB Reflective Thinking Skills
CB&C Model Research
CB&C Model Strategy

KEYWORDS: Bloom's: Comprehension

87. What is the difference between basic research and applied research?

ANSWER: **Basic research** looks for general relationships between variables, regardless of the specific situation. The key benefit of basic research is that the conclusions drawn from it generally apply across a variety of situations, and researchers can use these generalizations to guide strategic planning and develop marketing tactics.

Applied research, on the other hand, examines many of these same variables, but within a specific context of interest to a marketer. Applied research is typically carried out because consumer researchers want to answer a particular business-related problem of immediate interest.

POINTS: 10

DIFFICULTY: Easy

LEARNING OBJECTIVES: COBE.KARD.II.OI.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic;- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Communication Abilities
AACSB Reflective Thinking Skills
CB&C Model Research
CB&C Model Strategy

KEYWORDS: Bloom's: Knowledge

88. What can a correlational relationship tell a researcher? What can't it tell a researcher?

ANSWER: A correlational relationship can tell a researcher how a variable is associated with another variable. For example, a marketer could learn that advertising and sales are positively correlated. This would indicate advertising and sales increase (and decrease) together. Correlational relationships cannot tell the researcher which variable is causing the other.

POINTS: 10

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.II.OI.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic;- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Communication Abilities
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

89. What are the conditions for causality?

ANSWER: 1. Correlation (association)

2. Temporal order: one event occurs before the other and the direction cannot be reversed.

3. Ruling-out other variables: no alternative explanations

POINTS: 10

DIFFICULTY: Moderate

LEARNING OBJECTIVES: COBE.KARD.II.OI.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Communication Abilities
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Knowledge

90. A recent research study examining prescription drug advertisements showed that the number of ads shown for a prescription medication influenced the number of inquiries about the medication that patients made to their doctors. Is this a correlational or causal relationship or is there actually no relationship? Justify your answer.

ANSWER:

First, we know there is some sort of correlational relationship because the information provided tells us so. The question tells us the # of ads influences the # of inquiries the next week. (This implies any change in# of ads (increase or decrease) (leads to) a change (increase or decrease) in inquiries.

While an argument can be made that the relationship is probably a positive correlational relationship, this knowledge is irrelevant in justifying the type of relationship.

Do we know if it is causal? In order to be causal, it must meet the following criteria:

- 1) There is an influential (correlational) relationship.
- 2) Ads running precede the coupon requests for the change/influence to occur, and the relationship cannot be reversed logically.
- 3) Confounding variables MUST be ruled out. This criteria is NOT met since the research finding for the context was not found through the use of systematic research methods that ruled out confounds.

POINTS: 10

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.04- 01.04

NATIONAL STANDARDS: United States- BUSPROG: Analytic:- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Communication Abilities
AACSB Reflective Thinking Skills
CB&C Model Research

KEYWORDS: Bloom's: Comprehension

91. Design an experiment to determine if there is a causal relationship between humorous advertisements and brand attitude (reminder: brand attitude means how much someone likes a brand). Make sure to indicate the independent and dependent variables.

ANSWER: For this experiment, we should generate a large random sample of our population of interest and conduct a quantitative data collection, since we are interested in causality. The independent variable would be the advertisements, one advertisement that is humorous versus one that is not humorous. The dependent variable is a measure of brand attitude. To half of the sample, we show the humorous ad and to half of the sample we show the non-humorous ad. Next we measure brand attitude. [(We can use a question such as, "Rate the extent to which you like brand X." with a scale from 1 (strongly dislike) to 10 (strong like)] To analyze the data, we would simply compare brand attitudes across the two independent variables to see if there is a statistically significant difference between the two groups. In addition, for causality, we need to make sure to hold the ads as similar as possible to rule out other possible effects and we should replicate our experiment multiple times.

POINTS: 10

DIFFICULTY: Challenging

LEARNING OBJECTIVES: COBE.KARD.II.OI.03- 01.03
COBE.KARD.II.OI.04- 01.04
COBE.KARD.II.OI.05- 01.05

NATIONAL STANDARDS: United States- BUSPROG: Analytic;- BUSPROG: Analytic

STATE STANDARDS: United States - NONE - DISC: Individual Dynamics - Individual Dynamics

TOPICS: AACSB Business Knowledge and Analytic Skills
AACSB Communication Abilities
AACSB Reflective Thinking Skills
CB&C Model Research
CB&C Model Strategy

KEYWORDS: Bloom's: Comprehension