

MKT 530 MCQS

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1. In studying consumer behaviour, it is often useful to categorize people on the basis of some similarity. Descriptions such as age, gender, income, or occupation are called:

- ☒ demographics
- ☐ psychographics
- ☐ personal profiles
- ☐ physiognomies
- ☐ personality

2. When consumers are making buying decisions, some observers have said that their behaviour resembles acting in a play, complete with lines, props, even costumes. They may alter their consumption decisions depending upon the part they are playing at the time. This view of consumer behaviour is often called:

- ☐ consumer activism
- ☐ consumption play theory
- ☐ dramatism
- ☒ role theory
- ☐ situational analysis

3. The expanded view of the exchange which includes the issues that influence the consumer before, during, and after a purchase is called:

- ☐ the marketing mix
- ☒ the consumption process

- ☐ the strategic focus
- ☐ the extended exchange theory
- ☐ None of the above

4.

Recently marketers have come to realize the value of what is being called relationship marketing. In marketing terms, it means:

- ☐ coordinating the packages of family brands to communicate the same "look"
- ☐ developing friendships with foreign governments so that Canadian products can be sold in their countries at a fair price
- ☐ instituting practices which show companies' awareness of their responsibilities to the environment and society
- ☐ building bonds between brands and customers that will last a lifetime
- ☐ using new electronic capabilities to insure that all channel members work smoothly together, for example, in seeing that products get to retailers before their inventories run out

5.

Which of the following is NOT one of the criteria which have to be met if the segmentation process is to be valid:

- ☐ the segment is large enough to be profitable
- ☐ consumers within a segment have similar product needs and differ from consumers in other segments
- ☐ the consumers in a segment have to be alike demographically
- ☐ the important differences among segments can be identified
- ☐ consumers within a particular segment will respond in the desired way to the marketing mix designed for them

6.

Marketers use various mythical creatures and personalities, such as the Pillsbury Doughboy or Sasquatch, to create an identity for their products.

The personalities become well-known in popular culture, and are effective representatives for their products. Such figures are called:

- ☐ spokespersons
- ☐ marketing figures
- ☐ role icons
- ☐ product determinants
- ☐ none of the above

7. Of the following pieces of legislation intended to protect the consumer, which was the earliest:

- ☐ Textile Labelling Act
- ☐ Food and Drug Act
- ☐ Motor Vehicle Safety Act
- ☐ Hazardous Products Act
- ☐ National Trademark and True Labelling Act

8. The major academic journal for the field of consumer behaviour is:

- ☐ Journal of Advertising Quarterly
- ☐ Consumer Monographs
- ☐ Journal of Consumer Research
- ☐ Professional Marketing Research Journal
- ☐ Consumer Reports

9. The "pyramid of consumer behaviour" illustrates the focus of several disciplines when studying consumer behaviour. Focus on the individual's consumer behaviour (such as how one reads certain sections of a magazine) is termed:

- ☐ idiosyncratic
- ☐ macro
- ☒ micro
- ☐ unitary
- ☐ a discipline

10.

Current consumer research is likely to include attention to the "dark side" of consumer behaviour. This growing emphasis refers to the fact that:

- ☐ it is difficult to measure the contribution of the "art" of consumer behaviour research to the corporate bottom line
- ☐ many consumer behaviour findings are being stolen by competitors, via computers
- ☒ not all consumer behaviour or marketing activity is necessarily beneficial to society
- ☐ understanding of consumption for its own sake should be the focus of research rather than because the knowledge can be applied by marketers
- ☐ not all marketers make money for their companies

11.

The dominant set of assumptions which has influenced Western research on art and science since the late 16th Century has been termed positivism. All of the following are tenets of positivism EXCEPT:

- ☐ human reason is supreme
- ☐ there is a single objective truth that can be discovered by science
- ☐ we should stress the functions of objects and celebrate technology
- ☒ there are multiple and simultaneous events which shape a particular view of an occurrence and help us interpret the nature of reality
- ☐ the world is an ordered rational place with a clearly defined past, present, and future

12. Interpretivists tend to challenge the beliefs of the positivists. The interpretivists' view is that:

- ☐ positivists stress science and technology too much
- ☐ we each construct our own meanings of the world we live in
- ☐ symbolic, subjective experience is important
- ☐ there are no right or wrong answers
- ☒ all of the above

13. While marketers cannot create needs, they:

- ☐ control the mass media — almost the same thing
- ☐ can always sell to somebody
- ☐ are close to being able to create needs in the next five years
- ☒ may affect an environment in which specific needs may be activated
- ☐ can imply that products have magical properties which will transform lives

14. To the assertion that mass media control our destiny and that marketers use "secret techniques" to effect mind-control, the evidence suggests that:

- ☐ consumers would resist the mind-control techniques used
- ☐ about 10 to 15 percent of the population can be controlled in this way
- ☒ marketers simply don't know enough about people to control them
- ☐ this is true, but only in political campaigns

- ☐ marketers need to "control" consumers but they do not have suitable techniques to use

15. The meaning which consumers derive from a specific symbol used in an advertising message is referred to as the:

- ☐ schema
- ☐ index
- ☐ icon
- ☐ sign
- ☒ none of the above

16. A lion is used in Dreyfus Fund ads to suggest the fearlessness that is the company's approach to investments. A sign that is related to a product through a conventional or agreed-upon association is called a/an:

- ☐ association
- ☐ icon
- ☐ index
- ☒ symbol
- ☐ interpretant

17. Advertisers today may create new relationships between objects and interpretants in such a way that consumers can no longer distinguish between reality and the artificial (e.g., the pink Energizer [battery] bunny). When something which was initially simulation or "hype" seems to be real, the phenomenon is referred to as:

- ☐ symbiosis
- ☐ reality check

- ☐ hyperbole
- ☐ blurred boundaries
- ☐ virtual reality

18.

The "dark side" of consumer behaviour includes all of the following EXCEPT:

- ☐ consumed consumers
- ☐ extremist exchanges
- ☐ surrogate motherhood
- ☐ compulsive consumption
- ☐ employee pilferage

19.

A physiological and/or psychological dependency on products or services is called consumer _____:

- ☐ psychosis
- ☐ conditioning
- ☐ addiction
- ☐ obsession
- ☐ gratification

20.

Excessive repetitive shopping used as an antidote to tension, anxiety, depression, or even boredom, is called:

- ☐ a spending spree

- ☐ impulse buying
- ☐ compulsive consumption www.vchowk.com
- ☐ extremist exchanges
- ☐ negative reinforcement