

Week 14 Self-Assessments (Ungraded)

Started: Dec 2 at 12am

Quiz Instructions

UNGRADED SELF-ASSESSMENT

PURPOSE: Practice and Exam Prep. The quiz can be taken up to 10 times.

POINT VALUES HELP STUDENT KEEP TRACK OF NUMBER OF CORRECT RESPONSES BUT ARE NOT TRACKED BY THE COURSE INSTRUCTORS



Question 1

1 pts

Utilizing the marketing mix in a distinct way such that customers see it as different from the competition is known as:

- ☐ segmenting
- ☐ positioning
- ☐ differentiation
- ☐ aligning
- ☐ targeting



Question 2

1 pts

Which of the following does **not** represent a differentiation strategy?

- ☐ Having the lowest price
- ☐ Being perceived as an innovator
- ☐ Being the first to enter a market
- ☐ Owning a product attribute in the mind of the customer
- ☐ Offering an assortment of commodity/me-too products



Question 3

1 pts

Tension caused by uncertainty about the rightness of a decision is known as:

- ☐ dissonance
- ☐ interest
- ☐ consideration
- ☐ evaluation
- ☐ confirmation



Question 4

1 pts

When a consumer tends to resort to habit when solving a buying problem and making a purchase decision, this is known as:

- ☐ extensive solving behavior
- ☐ routinized response behavior

- ☐ irrational behavior
- ☐ limited solving behavior

**Question 5****1 pts**

Stimuli created by a marketer in the environment that trigger a drive or response are:

- ☐ thoughts
- ☐ interests
- ☐ cues
- ☐ drives

**Question 6****1 pts**

Customers remembering messages that are consistent with their beliefs and attitudes, but not remembering those messages that conflict, is known as:

- ☐ selective perception
- ☐ selective retention
- ☐ selective exposure
- ☐ selective bias

**Question 7****1 pts**

Sarah is considered part of an active, outdoor-loving, customer segment that is into sports, music and fashion. This is an example of segmentation based on activities, interests and opinions ad relates to:

- ☐ Psychographics
- ☐ Demographics
- ☐ Buying Behavior
- ☐ Product benefits
- ☐ Socio-economic factors

**Question 8****1 pts**

In marketing to businesses and organizations, several people are usually involved in the purchase decision. This collection of roles is referred to as the:

- ☐ Gatekeepers
- ☐ Users
- ☐ Buying Center
- ☐ Influencers

**Question 9****1 pts**

Sweets Galore, the manufacturer of Rainbow brand lollipops, decided to expand into manufacturing liqueur-filled chocolate truffles. Its buying process for the chocolates, liqueurs, and molds was extensive, and included setting product specifications and evaluating sources of supply. This is an example of a:

- ☐ straight buy
- ☐ modified rebuy
- ☐ straight rebuy
- ☐ new-task buy
- ☐ simplified rebuy

**Question 10****1 pts**

What term is used to describe when a customer purchases a product with no planning or forethought?

- ☐ spontaneous buying
- ☐ impulse buying
- ☐ bargain buying
- ☐ irrational buying
- ☐ unplanned buying

**Question 11****1 pts**

_____ products are ones that the customer really wants because there are no acceptable substitutes. They are characterized by the customer's willingness to search.

- ☐ Convenience
- ☐ Emergency

☐ Specialty☐ Unsought☐ Shopping**Question 12****1 pts**

Pfizer, Inc. has noticed that in one of its product-markets industry sales have leveled off and competition has been getting tougher. This product-market appears to be in the ____ stage of the product life cycle.

☐ Market Maturity☐ Market Introduction☐ Market Growth☐ Sales Decline☐ Market Decline

Not saved

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