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NOMICS
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BMEGT52V100 GENERAL 2ND ONLINE TEST

4

answered

out of

g question

Ad placement and effectiveness

A newspaper ads are the most 'effective'

B tv ads are the most 'effective'

Select one:

- ☒ B tv ads are the most 'effective'
- ☐ A newspaper ads are the most 'effective'

UDENTS

SERVICES

LIBRARY

HUAWEI

Question 3

Not yet answered

Marked out of
1.00

Flag question

Tv ads

A makes us to eat more, even after dinner

B children will not eat more because of

Select one:

- ☐ B children will not eat more because of
- ☒ A makes us to eat more, even after dinner

HUAWEI

Question 10

Not yet answered

Marked out of
1.00

Flag question

Products with an interesting/original name

A will enhance the volume of selling

B only in case of health&beauty aids will enhance the selling

Select one:

☐ B only in case of health&beauty aids will enhance the selling

☒ A will enhance the volume of selling

GY AND ECONOMICS
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Question 11

Not yet answered

Marked out of

1.00

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The 'quantity'

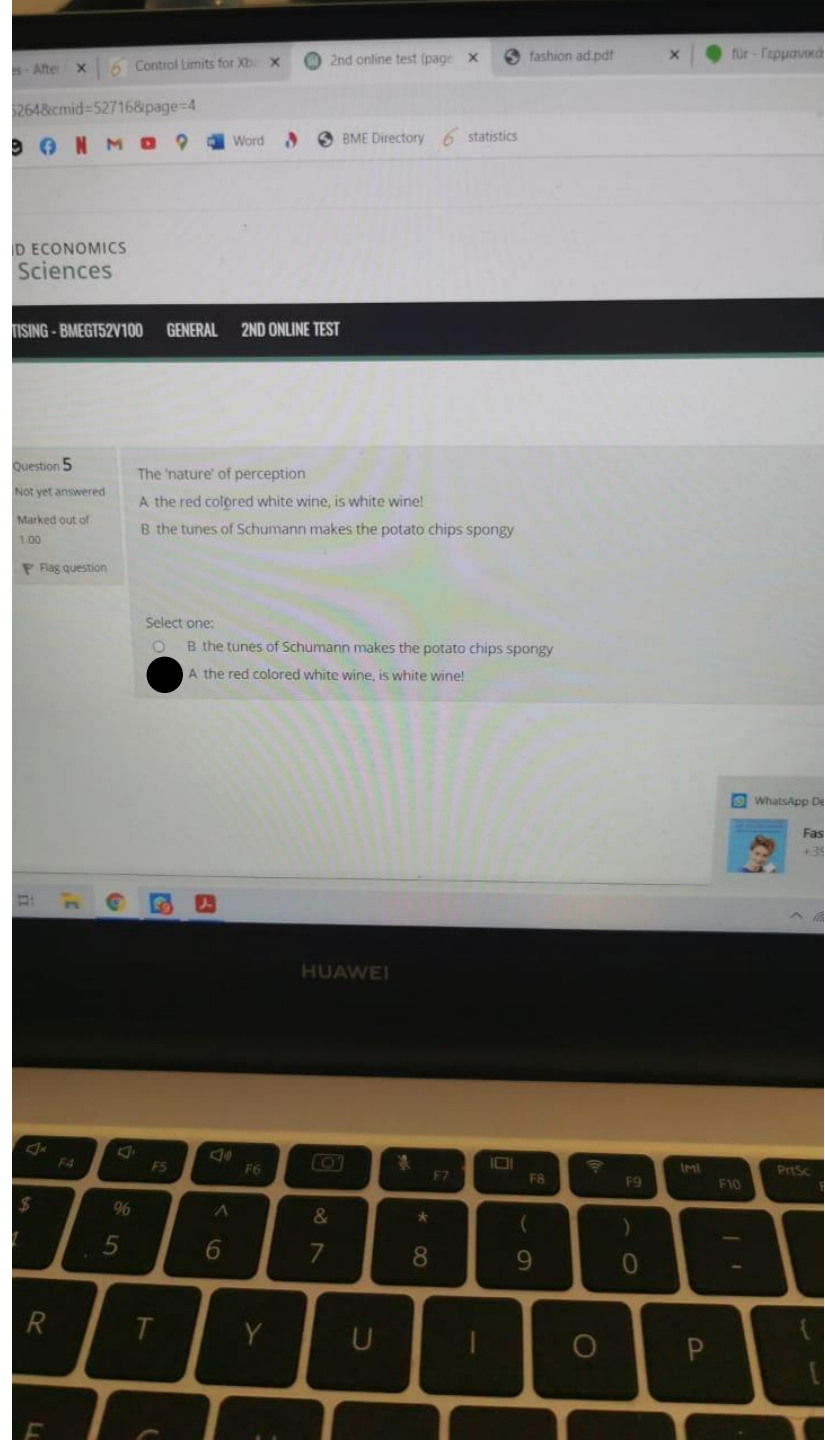
A we eat more from the larger pieces of sweets

B 33% free, or 33% from the price mislead us

Select one:

☐ A we eat more from the larger pieces of sweets

☒ B 33% free, or 33% from the price mislead us





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Question 12

Not yet answered

Marked out of 1.00

Flag question

Mindless eating

A we are eating more from a smaller size package

B we are eating less from a smaller size package

Select one:

☐ B we are eating less from a smaller size package

☒ A we are eating more from a smaller size package

Next

QUIZ NAVIGATION

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
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Finish attempt ...

Time left 0:03:34

Question 9

Not yet answered

Marked out of
1.00

 Flag question

What is the real value of something?

A it depends on the deal

B it is what the buyer is willing to pay

Select one:

- ☐ A it depends on the deal
- ☒ B it is what the buyer is willing to pay



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Question 14

Not yet answered

Marked out of 1.00

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We are shopping for, what?

A products or services

B identity

Select one:

☒ A products or services

☐ B identity

Next

QUIZ NAVIGATION

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----

Finish attempt ...

Time left 0:01:38

Question 2

Not yet answered

Marked out of 1

0

Flag question

The differences between products

A even experts are unable to notice in case of a blind test

B experts are ready to notice, even in case of a blind test

Select one:


- ☐ A even experts are unable to notice in case of a blind test
- ☒ B experts are ready to notice, even in case of a blind test

HUAWEI

Question **8**

Not yet answered

Marked out of
1.00

 Flag question

Tattoo

A is already middle class

B having a tattoo is naff

Select one:

- ☒ A is already middle class
- ☐ B having a tattoo is naff

Brand building

- A always takes a long time
- B it can happen fast, too


Select one:

- ☐ B it can happen fast, too
- ☒ A always takes a long time

Question 1

Not yet answered

Marked out of 1.00

 Flag question

The evaluation of commercials

A one can identify good or bad commercials

B there are only successful or futile ones

Select one:

- ☒ A one can identify good or bad commercials
- ☐ B there are only successful or futile ones

[Next page](#)

Question 7

Not yet answered

Marked out of
1.00

Flag question

The price tags ending with...99 makes us

- A saving money by purchasing them
- B convincing us that it costs less

Select one:

- ☒ B convincing us that it costs less
- ☐ A saving money by purchasing them

Question 15

Not yet answered

Marked out of
1.00

Flag question

An ad is effective, if

A satisfy some needs

B challenging

Select one:

- ☒ A satisfy some needs
- ☐ B challenging



Question 13

Not yet answered

Marked out of
1.00

Flag question

The 'involved' buyer

A is voluntarily advertising the goods

B is shopping around more carefully

Select one:

- ☐ B is shopping around more carefully
- ☒ A is voluntarily advertising the goods

Next