**1. What best defines the primary aim of "Cultural Capital Marketing"?**a) Use the practices of cultural heritage as forms of capital in branding  
b) To invent products and communication messages of a marketing that suit the popular culture but without abusing it  
c) Utilizing celebrities or other influentials coming from other cultures for promotion purposes of an universally used product  
d) A brand image which projects it as a revolutionary force against mainstream cultural practices

**2. In "Prosumer" marketing, what is the primary factor that differs this from the traditional consumer marketing?**a) Brands create products which are exclusive to the elite class and cannot be accessed by mass consumers  
b) Consumers also co-design and co-innovate the product as well, thus the producer and consumer lines disappear here  
c) Marketing at specific costs for active consumers who can pay the premium due to exclusivity  
d) Marketing campaign urges consumers to create content but gives no dollar value  
  
**3. The concept of "Conspicuous Consumption" is primarily associated with which of the following?**a) Marketing that targets customers based on their personal needs and desires rather than societal status  
b) The act of purchasing goods or services to signal wealth or social status to others, rather than for practical purposes  
c) The use of affordability as a marketing angle for mass-market products  
d) Brands that focus exclusively on functionality rather than style or status  
  
  
  
**4. In an "Endowment Effect" marketing strategy, what is the main reason a consumer might value a product more highly?**a) They have spent time, money, and emotional capital in a product, making it feel more valuable to them  
b) They are convinced through a series of marketing campaigns that the product is superior to others in the market  
c) The product is backed by celebrity endorsements, leading to a perceived higher value  
d) The product has high resale value, creating an intrinsic desire to hold onto it  
 **5. Which marketing concept is primarily associated with "Superforecasting" techniques used to predict consumer behavior?**  
a) Predictive Analytics  
b) Behavioral Economics  
c) Neuromarketing  
d) Forecasting using scenario planning and statistical techniques that combine expert judgment with data-driven models  
  
**6. What is the distinguishing feature of "Behavioral Economics" from the traditional economics while applied to marketing?**a) Traditional economics takes for granted that consumers always behave rationally; behavioral economics presumes that consumers make decisions with biases and emotions  
b) Behavioral economics emphasizes only macro factors like inflation and employment, but traditional economics puts emphasis on consumer behavior  
c) Traditional economics relies more on data analysis while behavioral economics employs qualitative psychological approaches  
d) Behavioral economics only focuses on market interaction outcomes while the mainstream emphasizes on market equilibrium.  
  
**7. Which of the following is the strategy emphasized by the "Red Ocean" strategy as opposed to the "Blue Ocean" strategy?**  
a) Product differentiation and targeting untapped or new markets.  
b) Competing in the highly crowded industries and markets dominated by existing companies.  
c) Creation of new needs for customers through innovations and sustainable growth.  
d) Cost reduction by avoiding competition and market segmentation  
  
 **8. What is the main function of a "Choice Architecture" in marketing?**a) It forces the customer to choose one product by manipulating his choice architecture not to restrict choices  
b) It creates customer loyalty by giving customers a choice of products based on preferences available  
c) It's a way of designing products and services in a manner that it makes buying easier  
d) It uses segmentation and targeting to enhance the customer experience through tailored offers  
  
 **9. What is the "Halo Effect" in marketing psychology?**a) The tendency of consumers to form an overall positive or negative impression of a product based on one positive or negative attribute  
b) The principle whereby negative word of mouth about a product is likely to impact its sales across various customer segments  
c) Strategic marketing decision of marketing only a product's best qualities and hiding the not-so-positive aspects  
d) Loyalty program strategy that changes the buying behavior of a consumer towards high-value offerings  
  
  
**10. In "Anticipatory Marketing," the major marketing strategy is ?**a) Brands lead the market in the creation of future needs by introducing futuristic products and services well before the consumer knows that he or she will need them  
b) The making of product release anticipation through strategic countdowns and teasers  
c) Using the past history of consumer behavior for forecasting future sales  
d) Loyalty schemes to create expectations among existing customers about future promotions  
  
  
**11. What is the basic idea behind "Dark Social" in online marketing?**a) Social networking sites for the purpose of sending secret, encrypted messages to secure brand information  
b) Tracking social interactions and traffic that is privately shared using messaging apps, email, or other direct non-public means.  
c) Selling exclusive or covert content to the elite  
d) A strategy in which brands do not engage in any form of social interaction in their marketing campaigns  
  
**12. What is the main challenge of the "Segmentation and Targeting" strategy in a hyper-connected digital age?**  
a) Reaching a broad, general audience and treating all segments equally  
b) Identifying micro-segments and creating personalized marketing messages that resonate with changing behaviors  
c) Developing a universal marketing message that appeals to all demographic groups equally  
d) Avoiding online privacy violations while gathering granular consumer data  
  
**13. In "Experiential Marketing," which of the following is correct about consumer engagement?**  
a) Consumers are mostly passive, viewing the marketing activities without direct participation  
b) Brands seek a long-term relationship with consumers through the creation of sensory, emotional, and interactive experiences  
c) Consumer engagement is reached through very targeted digital ads, and experiential marketing is secondary  
d) Experiences are primarily confined to online interactions and do not involve in-person or physical environments  
**14. The term "Netnography" is related to which of the following marketing approaches?**a) A form of in-person consumer behaviors and attitudes analysis by using focus groups  
b) Qualitative research method that explores online communities and social media to understand consumer behavior and culture  
c) The use of SEO techniques to optimize marketing content for search engines  
d) A type of survey research conducted through virtual reality environments to observe consumer reactions  
  
  
**15. What is the core of "Fractal Marketing," and how does it differ from traditional marketing strategies?**  
a) It emphasizes fractals-the mathematical self-replicating patterns-to analyze customers in order to build segmented strategies for marketing  
b) A decentralized approach to marketing in which social media are used as the basis to enter into complex, nonlinear relationships with different audiences  
c) The use of social network analysis, through which hierarchical, networked marketing strategies can go exponential  
d) All the customer segments are targeted uniformly, with the assumption that the same marketing message will work across all groups