

✔ **Congratulations! You passed!**

Grade received **100%** To pass 80% or higher

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1. Consider a vending machine that dispenses drinks. Which of the following statements represents the *search* phase of the deal cycle?

1 / 1 point

- ☐ The vending machine offers a standard take-it-or-leave-it deal
- ☐ IF sufficient payment is received, THEN the vending machine will dispense the correct drink
- ☒ The owner of the vending machine places it in a high-traffic area where buyers will easily find it
- ☐ None of the above

✔ **Correct**
This is part of the *search* phase.

2. Using the same vending machine scenario, which of the following statements represents the *performance* phase of the deal cycle?

1 / 1 point

- ☐ The vending machine offers a standard take-it-or-leave-it deal
- ☒ IF sufficient payment is received, THEN the vending machine will dispense the correct drink
- ☐ The owner of the vending machine places it in a high-traffic area where buyers will easily find it
- ☐ None of the above

✔ **Correct**
This describes the *performance* phase.

3. Which of the following is/are an example(s) of *post-performance incentivization*?

1 / 1 point

- ☒ A consumer's rating of a business

✔ **Correct**
Consumer ratings serve as an incentive in the post-performance phase.

- ☒ A consumer's credit score

✔ **Correct**
Credit ratings can affect consumers' reputations, and influence their negotiation of future deals.

- ☐ A retailer's choice of advertising outlets

- ☒ A reputation score on a social network

✔ **Correct**
If we want a good rating, then we perform up to par. If we don't perform well, then parties may select someone else next time.