

1. A group is defined as two or more individuals who have a common set of

Morals

Values

Norms

All of the above

2. This is a primary group:

Professional group

Neighborhood

Family

Community

3. A group in which an individual is not likely to receive membership despite acting like a member by adopting the group's values is called:

Moral group

Primary group

Symbolic group

Secondary group

4. Sunsilk's _____ is a place where people who have an emotional connection with brands and can connect with each other.

Brand group

Web group

Brand community

Secondary community

5. Group of people with a shared interest or purpose who use _____ to communicate with each other are called an 'online community'.

Magazines

Television

Newspapers

Internet

6. A _____ is a group whose established norms and values are being used as a benchmark by an individual as the basis of his existing behavior

Reference groups

Social groups

Family groups

Peer groups

7. _____ gathers, filters and interprets information and spreads a positive word of mouth about the product

Marketer

Consumer

Celebrity

Opinion leader

8. Ria uploads some form of original, often sponsored content to social media platforms like Instagram, YouTube, Snapchat or other online channels. She is a:

Consumer

Prospect

Influencer

Seller

9. Word of Mouth occurs when:

One person seeks
information from
another

One a person
volunteers to provide
information

Group member
interactions

All of the above

10. Buzz marketing includes companies creating online videos, usually revolving around something:

humorous

controversial

out of the normal

all of the above