

1. Self-concept includes a person's:	Self-esteem	Self-worth	self-acceptance	All of the above
2. This is the way in which a person sees himself currently is his:	Actual self	Ideal self	Private self	Social self
3. This is the way in which a person would like to see himself is his:	Actual self	Ideal self	Private self	Social self
4. The part of the self that is known mainly to oneself, such as one's inner feelings and self-concept is his:	Actual self	Ideal self	Private self	Social self
5. The _____ effect refers to an emotional bias that causes individuals to value a self-owned object as of more importance.	Endowment	Ownership	Private	Acquiring
6. Lifestyle may not include the _____ of an individual.	Interests	Looks	Opinions	Opinions
7. An inter-dependent consumer may not prefer being a part of:	Family activities	Homely activities	Social experience	Innovation and new activities
8. Quantitative measures of lifestyle are also called _____	Lifestyle	Experiences	Psychographics	Activities
9. Behaviours adopted by consumers that include; hobbies, sports, recreation and religion are called:	Demographics	Activities	Media choice	Usage rates
10. Consumption rates within a specified product category are called:	Demographics	Activities	Media choice	Usage rates
11. VALS stands for:				

Values and life	Values and lifestyle	Varied lifestyles	Variety in lifestyle
12. VALS segments US adults into _____ distinct types or mindsets.			
Eight	Nine	Four	Six
13. These people are successful, complex, initiative takers, charge takers and have a high self-esteem as per the VALS framework:			
Innovators	Thinkers	Believers	Achievers
14. These people are mature, satisfied, comfortable, and reflective as per the VALS framework:			
Innovators	Thinkers	Believers	Achievers
15. These people are traditional people and respect rules fundamentally conservative as per the VALS framework:			
Innovators	Thinkers	Believers	Achievers