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Question 1

Question Type: MultipleChoice

Jim wants to buy a business suit and has a particular brand in mind. However, he also states that he might consider buying three other more expensive brands as alternatives. In this scenario, these alternative brands constitute a _____ set.

Options:

- A- distributive
- B- psychological
- C- safety
- D- retrieval
- E- evoked

Answer:

E

Question 2

Question Type: MultipleChoice

_____ risks are those risks associated with the way people will feel if the product or service does not convey the right image.

Options:

- A- Safety
- B- Performance
- C- Physiological
- D- Social
- E- Psychological

Answer:

E

Question 3

Question Type: MultipleChoice

Kate buys a new summer dress but is worried that the color may fade during the first wash. This perceived danger that Kate is experiencing is known as _____ risk.

Options:

- A- social
- B- financial
- C- physiological
- D- performance
- E- psychological

Answer:

D

Question 4

Question Type: MultipleChoice

When Lily, a travel agent, she sells an expensive vacation package, she encourages the customer to buy travel insurance, which provides reimbursement in case of trip cancellation due to illness or another emergency. Jordana is trying to reduce her

customers' _____ risk.

Options:

- A- psychological
- B- financial
- C- performance
- D- social
- E- physiological

Answer:

B

Question 5

Question Type: MultipleChoice

Which of the following is a source of internal information ?

Options:

- A- Books and magazines
- B- A person's knowledge
- C- Friends and family
- D- Financial reports
- E- Consumer reports

Answer:

B

Question 6

Question Type: MultipleChoice

In a(n) _____ search for information , a buyer examines his or her own memory and knowledge about a product or service, gathered through past experiences.

Options:

- A- external
- B- perceived
- C- informed
- D- generic
- E- internal

Answer:

E

Question 7

Question Type: MultipleChoice

_____ needs pertain to the personal gratification consumers associate with a product and/or service.

Options:

- A- functional
- B- social

- C- safety
- D- situational
- E- psychological

Answer:

E

Question 8

Question Type: MultipleChoice

James visits a car dealership with the intention of buying a hatchback. However, he notices that the dealership is offer discounts on sedans and SUV's and considers three different options. In terms of the consumer buying decision process, James just experienced

Options:

- A- alternative evaluation.
- B- need recognition.
- C- product preference.

D- information search.

E- purchase power.

Answer:

A

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