**1.** Studying how consumers decide to buy products is a good defmition of consumer behavior.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

False

**1**

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.l5.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

A-head: What is Consumer Behavior? Bloom's: Knowledge

2. Consumer behavior includes consumers' emotional, mental, and behavioral responses associated with the activities of purchase, use, and disposal of good and services.

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

**1**

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.l5.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

3. Individual consumers purchase goods and services to satisfy their own personal needs and wants or to satisfy the need and wants of others.

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

**1**

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.l5.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

4. Hospitals, schools, and goverrnnent agencies are all considered organizational consumers.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

True

**1**

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.15.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

5. Consumer behavior researchers are primarily only interested in consumers' purchase behaviors.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

False

**1**

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.15.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

6. Consumer behavior researchers are interested in consumer responses, which include their emotional, mental, and behavior responses.

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

**1**

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.15.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

7. Paula likes to sew quilts. She often collects old clothes from her family and friends to cut up and use in her quilts.

When she does this, Paula is engaging in a consumer use/consumption activity.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

1

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.15.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Comprehension

8. Recycling aluminum cans, reading a newspaper, and reselling an old couch at a garage sale are all types of consumer disposal activities.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

1

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.15.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Comprehension

9. Torn and Kelly watching a movie they rented. They are engaged in a consumer purchase activity.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

1

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.15.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Comprehension

10. Organizations that market products or services often study consumer behavior in order to improve business performance.

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.02- 01.02

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

11. Consumer welfare is the establishment of laws and regulations that guide and govern business practices in order to protect consumers.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.02- 01.02

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Ethical and Legal Understanding and Reasoning Abilities

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

12. Public Policy is the establishment of laws and regulations that guide and govern business practices in order to protect

**consumers.**

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.02- 01.02

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Ethical and Legal Understanding and Reasoning Abilities

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

13. Consumer actions that are unhealthy, unethical, or potentially dangerous to an individual or society are often called

"the dark side of consumer behavior."

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.11.01.02- 01.02

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Ethical and Legal Understanding and Reasoning Abilities

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CB&C Model Customer

Bloom's: Knowledge

14. Customer perceived value is the idea that customer benefits should not only meet but exceed expectations in unanticipated ways.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.11.01.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

15. Customer perceived value is the consumer's overall assessment of the utility of a product based on the perceptions of what is given and received.

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.11.01.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

16. According to your readings, Procter and Gamble executives believe that delighting customers during their usage experience with their products represent "moments of truth"for the company.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

True

1

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

17. During the peak of the Motivation Research movement, Ernest Dichter performed in-depth interviews for over 200 different product categories.

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

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CB&C Model Research

Bloom's: Knowledge

18. The Motivation Research movement left two important legacies to the field of consumer research: ( 1) a focus on consumer motivations, and (2) the technique of focus group research.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

1

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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CB&C Model Research

Bloom's: Comprehension

19. The Interpretivism research approach applies the tenets of the scientific method to explain and predict consumer behavior.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

False

1

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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CB&C Model Research

Bloom's: Knowledge

20. The primary methods of Behavioral Science include the experimental approach and the marketing science approach.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

True

1

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Knowledge

21. Paul wants to perform a research study to explore how people feel while they shop for a house. He really wants to be able to describe a person's emotional experience during this buying process. Paul will probably use qualitative research methods.

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

1

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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CB&C Model Research

Bloom's: Comprehension

22. Qualitative research methods collect empirical data and use large representative samples so that statistical analyses can be performed and generalization of the results can be made.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

**1**

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.11.01.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Knowledge

23. Qualitative research methods require large representative samples of data to be valid; thus, their results can typically be generalized to the larger population of interest.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

False

**1**

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.11.01.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Knowledge

24. The first step in the Scientific Method is to form a hypothesis and make a prediction.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

False

**1**

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.11.01.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

CB&C Model Strategy

Bloom's: Knowledge

25. The Scientific Method should only be used in the physical sciences, not in marketing.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

I

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

CB&C Model Strategy

Bloom's: Knowledge

26. Procter and Gamble's Crest Whitestrips, featured in your readings, has been one of the company's most successful product launches because the management team relied on intuition to guide their decisions.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

I

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

Bloom's: Comprehension

27. Executives at McDonald's were curious to know if their new soft-drink cup design was attractive to customers.

Basic research can help them find the answer to this question.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

I

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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AACSB Reflective Thinking Skills

CB&C Model Research

Bloom's: Comprehension

28. A key benefit of basic research is that conclusions drawn from it can be generalized across many situations.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

True

1

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.11.01.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Knowledge

29. Research has shown that there is relationship between the number of added features a cell phone has and the level of customer satisfaction, such that as features go down, satisfaction goes down. This type of relationship represents a negative correlation.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

1

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.11.01.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Comprehension

30. Research has shown that there is relationship between the number of coupons issued in a market and the level of sales, such that as the number of coupons issued goes up, sales go up. This type of relationship represents a positive correlation.

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

1

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.11.01.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Comprehension

31. An illusory correlation means there is no predictable relationship between two variables.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

I

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

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CB&C Model Research

Bloom's: Knowledge

32. An zero correlation means there is no predictable relationship between two variables.

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

I

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Knowledge

33. A positive correlation means that one variable causes some influence the other variable.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

False

I

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Knowledge

34. The cause always precedes an effect.

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

**1**

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.11.01.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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AACSB Reflective Thinking Skills

CB&C Model Research

Bloom's: Knowledge

35. Systematic testing and following the Scientific Method can allow researchers to determine causal relationships with a high degree of certainty.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

True

**1**

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.11.01.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

Bloom's: Knowledge

36. If a retailer knows that advertising is highly correlated with increased store traffic, then he or she can be confident that increased advertising will cause an increase in store traffic.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

**1**

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.11.01.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

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AACSB Reflective Thinking Skills

CB&C Model Research

Bloom's: Comprehension

37. Secondary data are data that already exist and are accessible.

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

I

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

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AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

Bloom's: Knowledge

38. Secondary data tends to take longer to collect than primary data.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

False

I

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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*KEYWORDS:*

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AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Customer

CB&C Model Research

Bloom's: Knowledge

39. The advantages of secondary data are that the information is specific and relevant to a specific project, is current, and the data can be controlled.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

False

I

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

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AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

Bloom's: Knowledge

40. A company's sales records represent primary data.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

False

1

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.11.01.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

Bloom's: Knowledge

41. Researchers at Kraft Foods were interested in how dads prepare dinners when they use the company's macaroni and cheese product, so they asked some dads if they could fihn them making dinner. This is an example of unobtrnsive observation.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

1

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.11.01.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

Bloom's: Comprehension

42. Surveys are useful for collecting specific, often complex information from a large number of people.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

True

1

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.11.01.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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*KEYWORDS:*

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CB&C Model Research

Bloom's: Knowledge

43. Mall-intercept surveys, in-depth interviews, and focus groups are all forms of direct questioning in consumer research.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

True

1

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.11.01.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Customer

CB&C Model Research

Bloom's: Knowledge

44. Focus groups often generate responses that participants would be unwilling or unable to give in a depth-interview.

**a. True**

b. False

*ANSWER:*

*POINTS:*

False

1

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.11.01.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Customer

CB&C Model Research

Bloom's: Comprehension

45. When respondents don't answer a question on a survey honestly or completely because they feel the information is too personal or embarrassing, the question is suffering from social desirability bias.

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

1

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.11.01.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Knowledge

46. In an experiment, independent variables are held constant so they can be controlled.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

False

**1**

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.11.01.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

Bloom's: Knowledge

47. In an experiment, participants should be randomly assigned to the conditions.

**a. True**

b. False

*ANSWER:*

*POINTS:*

True

**1**

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.11.01.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Knowledge

48. Experimentation is the best method for determining causality.

**a. True**

b. False

*ANSWER: POINTS:*

*DIFFICULTY:*

True

**1**

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.11.01.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Knowledge

49. entails all consumer activities associated with the purchase, use, and disposal of goods and services, including the consumer's emotional, mental, and behavioral responses that precede, determine, and follow these activities.

a. Public policy

b. Consumer Behavior c. Marketing

d. Consumption

e. The marketing concept

*ANSWER:* b

*POINTS:* 2

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.15.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Customer

Bloom's: Knowledge

50. Consumer behavior researchers are interested in consumer responses. These responses primarily include which of following:

a. thoughts, beliefs, and cognition b. feelings, emotions, and attitudes c. motivation and behavior

d. emotions, cognition, and behavior

e. researchers are really only concerned with behavior

*ANSWER: POINTS:*

*DIFFICULTY:*

d

2

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.15.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

51. purchase goods and services to satisfy their own personal needs and wants or to satisfy the needs and wants of others.

a. Individual consumers

b. Non-profit organizations

c. Organizational consumers d. Purchasing agents

e. All of the above are correct.

*ANSWER:* a

*POINTS:* 2

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.l5.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

52. purchase goods and services to produce other goods or services, or resell them, or run their operation. a. Manufacturers

b. Non-profit organizations

c. Organizational consumers d. Government agencies

e. All of the above are correct.

*ANSWER:* e

*POINTS:* 2

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.l5.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

53. Donating your old clothes to The Salvation Army is classified as:

a. consumer behavior b. a disposal activity

**c. a consumer response**

d. a type of recycling

e. All of the above are correct.

*ANSWER:* e

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.l5.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Customer

Bloom's: Comprehension

54. Which of the following is not a use/consumption activity?

a. Watching movie in a theatre b. Eating an ice cream cone

c. Test-driving a car d. Getting a haircut

e. Turning on a lamp

*ANSWER:* c

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.l5.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Customer

Bloom's: Comprehension

55. John is tryiog to decide where to attend college. He has researched several schools online; he has visited three colleges; and he has discussed his preferences with his family. John is currently engaged io what consumer activity? a. Purchase activity

b. Consumption activity c. Use activity

d. Disposal activity

e. None of the above is correct.

*ANSWER:* a

*POINTS:* 2

*DIFFICULTY:* Challengiog

*LEARNING OBJECTIVES:* COBE.KARD.l5.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Customer

Bloom's: Comprehension

56. Raymond is visitiog the dentist; he is haviog a wisdom tooth pulled. What type of consumer behavior activity is

Raymond engaged io?

a. Purchase activity

b. Use/consumption activity c. Communication activity

d. Disposal activity

e. None of the above is correct.

*ANSWER:* b

*POINTS:* 2

*DIFFICULTY:* Challengiog

*LEARNING OBJECTIVES:* COBE.KARD.l5.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Comprehension

57. Activities through which consumers purchase goods and services, including all of the search and evaluation activities that lead up to purchase, are classified as what type of consumer activity?

a. Purchase activity

b. Consumption activity c. Use activity

d. Disposal activity

e. None of the above is correct.

*ANSWER:* a

*POINTS:* 2

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.l5.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

58. include a consumer's overt decisions and actions during purchase, use, and disposal activities. a. Behavioral responses

b. Mental responses

c. Cognitive responses d. Emotional responses

e. Social responses

*ANSWER:* a

*POINTS:* 2

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.l5.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

59. include a consumer's affect, feelings, and moods during purchase, use, and disposal activities. a. Behavioral responses

b. Mental responses

c. Cognitive responses d. Emotional responses

e. Social responses

*ANSWER:* d

*POINTS:* 2

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.l5.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

60. Which of the following is not a benefit of studying consumer behavior?

a. Improving business performance b. Influencing public policy

c. Educating consumers and helping them make better decisions d. Helping businesses achieve a selling orientation

e. All of the above are benefits of studying consumer behavior.

*ANSWER: POINTS:*

*DIFFICULTY:*

d

2

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.02- 01.02

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

61. is the establishment oflaws and regulations that guide and govern business practices in order to protect

**consumers.**

a. Consumer welfare b. Consumer behavior c. Public policy

d. Organizational consumer behavior

e. Consumer endowment

*ANSWER:* c

*POINTS:* 2

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.02- 01.02

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Ethical and Legal Understanding and Reasoning Abilities

CB&C Model Customer

CB&C Model Strategy

Bloom's: Knowledge

62. is the idea that fmns should discover and satisfy customer needs and wants in an efficient and profitable manner while benefiting the long-term interests of society.

a. Behavioral science b. Customer delight

c. The marketing concept d. A selling orientation

e. Interpretivism

*ANSWER:* c

*POINTS:* 2

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

Bloom's: Knowledge

63. Which of the following about "Motivation Research" is false?

a. Motivation research is one of the earliest approaches to studying consumer behavior.

b. Many advertisers embraced motivation research because it could seemingly tap into deep rooted needs of

**consumers.**

c. This method applied observational and focus group techniques to explore consumers' motivations. d. The method of developed by psychologist named Ernest Dichter.

e. Dichter viewed consumers as predominantly immature, irrational and driven by hidden erotic desires.

*ANSWER: POINTS:*

*DIFFICULTY:*

c

2

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Customer

CB&C Model Research

Bloom's: Knowledge

64. Kay and Lucy are both consumer researchers. They are arguing about various research approaches. Kay says, "Lucy, I don't understand why you waste your time doing all of those experiments. Consumer behavior can't be researched like chemistry! Consumers are irrational with their own subjective reality." Lucy responds, "I don't agree. Consumers behave more consistently than you might think, and it is perfectly appropriate to apply the scientific method-approach to studying consumers. Only by treating consumer behavior as a science can we generate generalizable theories of behavior." Based on this discussion, what consumer behavior research approach does Kay most support?

a. An Ernest Dichter/Freudian approach b. A psychological approach

c. Behavioral science approach d. Interpretivism approach

e. Motivational research approach

*ANSWER:* d

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Reflective Thinking Skills

CB&C Model Customer

CB&C Model Research

Bloom's: Comprehension

65. Consider the Scientific Method discussed in your readings:

-- Observation and Ask Questions

--Form a Hypothesis and Make a Prediction

What is the next step? a. Test the Hypothesis b. Establish a Budget c. Generate a Theory d. Gather Information

e. Choose a Research Method

*ANSWER: POINTS:*

*DIFFICULTY:*

a

2

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

CB&C Model Strategy

Bloom's: Knowledge

66. is the systematic process of planning, and then collecting, analyzing, and interpreting data and information relevant to marketing problems.

a. Consumer behavior

b. The scientific method

c. Secondary data collection d. Qualitative research

e. None of the above is correct.

*ANSWER:* e

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

Bloom's: Comprehension

67. Mike is professor who does research in consumer behavior. He is interested in frnding out if women are more likely than men to listen to music jingles in advertising. What type of research will Mike most likely engage?

a. Focus group research b. Applied research

c. Secondary data collection d. Qualitative research

e. Basic research

*ANSWER:* e

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Comprehension

68. Research has shown that there is a relationship between a person's shoe size and their writing proficiency, such that people with larger shoe sizes tend to have greater writing skill. What type of relationship is this?

a. A causal relationship b. A positive correlation c. A zero correlation

d. An illusory correlation

e. A negative correlation

*ANSWER:* b

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Comprehension

69. Which of the following is an example of a negative correlation?

a. As advertising increases, sales increase

b. As advertising increases, sales go either up or down

c. As advertising decreases, sales decrease

d. As advertising increases, sales decrease

e. Both C and D are correct.

*ANSWER:* d

*POINTS:* 2

*DIFFICULTY:* Moderate

*LEARNING OBJECTIVES:* COBE.KARD.11.01.04 - 01.04

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic: - BUSPROG: Analytic

*STATE STANDARDS:* United States - NONE - DISC: Individual Dynamics - Individual Dynamics

*TOPICS:* AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

*KEYWORDS:* Bloom's: Knowledge

70. What type of correlation is shown in this graph?



a. An illusory correlation

b. A positive correlation

c. A negative correlation

d. A zero correlation

e. A confounding correlation

*ANSWER:* b

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.11.01.04 - 01.04

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic: - BUSPROG: Analytic

*STATE STANDARDS:* United States - NONE - DISC: Individual Dynamics - Individual Dynamics

*TOPICS:* AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

*KEYWORDS:* Bloom's: Comprehension

71. What type of correlation is shown in this graph?



a. An illusory correlation

b. A positive correlation

c. A negative correlation

d. A zero correlation

e. A confounding correlation

*ANSWER:* c

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.11.01.04 - 01.04

*NATIONAL STANDARDS:* United States - BUSPROG: Analytic: - BUSPROG: Analytic

*STATE STANDARDS:* United States - NONE - DISC: Individual Dynamics - Individual Dynamics

*TOPICS:* AACSB Business Knowledge and Analytic Skills

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CB&C Model Research

*KEYWORDS:* Bloom's: Comprehension

72. Many consumers believe (and some orange juice makers imply in their advertising) that when it comes to the quality of non-frozen orange juice, the closer the processing plant is the growing field, the fresher and higher quality the juice. However, there is no correlational relationship between these variables. This type of correlation is called:

a. a confounding correlation

b. an illusory correlation

c. a positive correlation

d. a spurious correlation

e. a negative correlation

*ANSWER:* b

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEIIRNING OBJECTIVES;* COBE.KARD.11.01.05 - 01.05

*NATIONAL ST.AND.ARDS:* United States - BUSPROG: Analytic: - BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Blooms: Knowledge

73. Which of following is not a secondary data source?

a. Past company sales records

b. U.S. Bureau of Census reports

c. Documented results of previous research d. Magazines like *Advertising Age*

e. All of the above are secondary data sources.

*ANSWER: POINTS:*

*DIFFICULTY:*

e

2

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

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CB&C Model Research

Bloom's: Knowledge

74. Jean works at Cedar Point Amusement Park. Her job is to help design how the concession stands are laid out in the park and to help decide how the exterior of the stands should look. She is currently designing a new candy stand. In order to help her make design decisions, she spends several days observing people walking around the park and she stops many of them and asks them questions about how they choose where to eat in the park and what they look for in a food stand. Jean is engaged in:

a. secondary data collection b. experimentation

c. projective technique data collection d. focus group data collection

e. primary data collection

*ANSWER:* e

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

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AACSB Business Knowledge and Analytic Skills

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CB&C Model Research

CB&C Model Strategy

Bloom's: Comprehension

75. What is the most valid criticism of the following question that appears on a questionnaire given to college students:

**"Have you ever cheated on an examination?"**

a. It is a leading question.

b. It is an ambiguous question.

c. It has potential for social desirability bias. d. It is a double-barreled question.

e. It is an open-ended question.

*ANSWER:* c

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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CB&C Model Research

Bloom's: Comprehension

76. usually consist of 6 to 12 people involved in a discussion led by a facilitator who monitors and guides the group discussion.

a. In-depth interviews

b. Observational studies c. Experiments

d. Group studies

e. None of the above is correct

*ANSWER:* e

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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CB&C Model Research

Bloom's: Comprehension

77. Jane is on the spring formal organizing committee for her sorority. She notices that every time they meet to discuss new ideas, they seem to focus on just one idea. It seem like once an idea is presented, no one wants to disagree or offer anything different for the sake of unanimity. Jane's committee is probably experiencing:

a. a lack of clear goals b. group hypertension c. group cohesion

d. group stress

e. groupthink

*ANSWER:* e

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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CB&C Model Research

Bloom's: Comprehension

78. attempts to understand cause-and-effect relationships by carefully manipulating independent variables and controlling constants.

a. Focus groups

b. Observational Studies c. Experiments

d. Projective Techniques

e. None of the above is correct.

*ANSWER:* c

*POINTS:* 2

*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

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CB&C Model Research

Bloom's: Knowledge

79. In an experiment, the independent variable is , and the dependent variable is . a. manipulated; measured

b. measured; held constant

c. held constant; manipulated d. manipulated; held constant

e. measured; manipulated

*ANSWER: POINTS:*

*DIFFICULTY:*

a

2

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

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CB&C Model Research

Bloom's: Knowledge

80. In an experiment, the independent variable is the , and the dependent variable is the . a. statistic; control

b. cause; effect

**c. effect; cause**

d. control; statistic

**e. cause; control**

*ANSWER: POINTS:*

*DIFFICULTY:*

b

2

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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*KEYWORDS:*

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CB&C Model Research

Bloom's: Knowledge

81. Which of the following about projective techniques used in marketing research are false?

a. Projective techniques often generate responses that participants would be unwilling or unable to give if questioned directly.

b. Projective techniques originated in the field of psychology.

c. In one class of projective techniques, called completion tasks, subjects fill-in-the-blanks by fmishing sentences

**or stories.**

d. Projective techniques provide the advantages of providing data that is quick to collect, code, and analyze because the data can be collected using a survey.

e. In expression-type projective techniques, subjects describe the actions of typical others.

*ANSWER:* d

*POINTS:* 2

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

AACSB Reflective Thinking Skills

CB&C Model Research

Bloom's: Comprehension

82. Identify and define the three primary human responses studied in consumer behavior research.

*ANSWER:* **Emotional** responses (also called affective responses) are a consumer's emotions, feelings and moods.

**Mental** responses (also referred to as cognitive responses) include a consumer's thought processes, opinions, beliefs, attitudes, and intentions about products and

**serv1ces.**

*POINTS: DIFFICULTY:*

**Behavioral** responses include a consumer's overt decisions and actions during the purchase, use, and disposal activities identified above.

10

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.l5.01.01- 01.01

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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Bloom's: Knowledge

83. What are the primary benefits of studying consumer behavior?

*ANSWER:*

*POINTS: DIFFICULTY:*

1. Improving Business Performance: Individuals within organizations that market products and services often study consumer behavior-or use the results and recommendations of others' research-in order to improve business performance through customer-focused strategy.

2. Influencing Public Policy: Those interested in shaping public policy study consumer behavior in order to understand the public's needs and wants, and at the same time protect the pubic from unfair, unethical, or dangerous business practices.

3. Educating and Assist Consumers: Many people study consumer behavior because they want to educate consumers or help them act responsibly.

10

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.02- 01.02

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Communication Abilities

AACSB Ethical and Legal Understanding and Reasoning Abilities

AACSB Reflective Thinking Skills

CB&C Model Customer

CB&C Model Strategy

Bloom's: Knowledge

84. Discuss the differences between "Behavioral Science" and "Interpretivism."

*ANSWER:*

*POINTS: DIFFICULTY:*

Behavioral science applies the tenets of the scientific method, relying on systematic, rigorous procedures to explain, control, and predict consumer behavior. Thus, behavioral scientists study people and their behaviors in the same way that natural scientists study physical phenomena. Behavioral scientists who study consumer behavior tend to view consumers as largely rational; they seek causes for behavior, conduct research to be used for strategic marketing decision making, and predominantly use quantitative research methods. Interpretivism approaches approach consumers as more non-rational beings and view consumers' reality as highly subjective, collecting data to describe and *interpret* this reality. Interpretivist consumer researchers often take particular interest in the consumption experience and stress the benefits of understanding the consumer from a broader societal perspective. They also tend to reject the quantitative approach to research methods.

10

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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85. Kay and Lucy are both consumer researchers. They are arguing about various research approaches. Kay says, "Lucy, I don't understand why you waste your time doing all of those experiments. Consumer behavior can't be researched like chemistry because they are irrational and totally unpredictable!" Lucy responds, "I don't agree. Consumers behavior more consistently than you might think, and it is perfectly appropriate to apply the scientific method-approach to studying consumers. Only by treating consumer behavior as a science can we generate generalizable theories of behavior."

Based on Kay and Lucy's discussion, what consumer behavior research approach does Kay most support and Lucy most support?

*ANSWER:*

*POINTS:*

Kay supports the Interpretivism research approach because she believes that consumers are irrational. Lucy supports the Behavioral Science perspective. She feel that people can be studied by applying the scientific method.

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*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

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Bloom's: Comprehension

86. Describe the steps in the scientific method.

*ANSWER:*

*POINTS:*

The steps of the scientific method include:

**1. Observation and Asking the Question: Observations we make in the world around us are the basis for formulating questions or problems we want to solve.**

**2. Form a Hypothesis and Make a Prediction: When a question or problem emerges from**

**observation, we generate a potential explanation called a hypothesis that might answer the question. A prediction is what we expect to happen if our hypothesis is correct.**

**3. Test the Hypothesis: We test our hypotheses under controlled conditions, such as testing one hypothesis at a time and limiting the circumstances/environment of the testing to see if our predictions are correct.**

**4. Theory Generation: If a hypothesis is confirmed via testing and re-testing, we generate a theory, which is a general explanation for our original question. Once a theory is established, it also guides future research.**

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*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

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CB&C Model Strategy

Bloom's: Comprehension

87. What is the difference between basic research and applied research?

*ANSWER:*

*POINTS:*

**Basic research** looks for general relationships between variables, regardless of the specific situation. The key benefit of basic research is that the conclusions drawn from it generally apply across a variety of situations, and researchers can use these generalizations to guide strategic planning and develop marketing tactics.

**Applied research,** on the other hand, examines many of these same variables, but within a specific context of interest to a marketer. Applied research is typically carried out because consumer researchers want to answer a particular business-related problem of immediate interest.

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*DIFFICULTY:* Easy

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

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CB&C Model Strategy

Bloom's: Knowledge

88. What can a correlational relationship tell a researcher? What can't it tell a researcher?

*ANSWER:*

*POINTS: DIFFICULTY:*

A correlational relationship can tell a researcher how a variable is associated with another variable. For example, a marketer could learn that advertising and sales are positively correlated. This would indicate advertising and sales increase (and decrease) together. Correlational relationships cannot tell the researcher which variable is causing the other.

10

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

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Bloom's: Knowledge

89. What are the conditions for causality?

*ANSWER:* I. Correlation (association)

2. Temporal order: one event occurs before the other and the direction cannot be reversed.

*POINTS: DIFFICULTY:*

3. Ruling-out other variables: no alternative explanations

10

Moderate

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

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Bloom's: Knowledge

90. A recent research study examining prescription drug advertisements showed that the number of ads shown for a prescription medication influenced the number of inquiries about the medication that patients made to their doctors. Is this a correlational or causal relationship or is there actually no relationship? Justify your answer.

*ANSWER:*

First, we know there is some sort of correlational relationship because the information provided tells us so. The question tells us the # of ads influences the # of inquiries the next week. (This implies any change in# of ads (increase or decrease) (leads to) a change (increase or decrease) in inquiries.

While an argument can be made that the relationship is probably a positive correlational relationship, this knowledge is irrelevant in justifying the type of relationship.

Do we know if it is causal? In order to be causal, it must meet the following criteria: I) There is an influential (correlational) relationship.

2) Ads running precede the coupon requests for the change/influence to occur, and the relationship cannot be reversed logically.

3) Confounding variables MUST be ruled out. This criteria is NOT met since the research fmding for the context was not found through the use of systematic research methods that ruled out confounds.

*POINTS:* 10

*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.04- 01.04

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

*STATE STANDARDS: TOPICS:*

*KEYWORDS:*

United States - NONE - DISC: Individual Dynamics - Individual Dynamics

AACSB Business Knowledge and Analytic Skills

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Bloom's: Comprehension

91. Design an experiment to determine ifthere is a causal relationship between humorous advertisements and brand attitude (reminder: brand attitude means how much someone likes a brand). Make sure to indicate the independent

and dependent variables.

*ANSWER:*

*POINTS:*

For this experiment, we should generate a large random sample of our population of interest and conduct a quantitative data collection, since we are interested in causality. The independent variable would be the advertisements, one advertisement that is humorous versus one that is not humorous. The dependent variable is a measure of brand attitude. To half of the sample, we show the humorous ad and to half of the sample we show the non-humorous ad. Next we measure brand attitude. [(We can use a question such as, "Rate the extent to which you like brand X." with a scale from I (strongly dislike) to 10 (strong like)] To analyze the data, we would simply compare brand attitudes across the two independent variables to see if there is a statistically significant difference between the two groups. In addition, for causality, we need to make sure to hold the ads as similar as possible to rule out other possible effects and

we should replicate our experiment multiple times.

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*DIFFICULTY:* Challenging

*LEARNING OBJECTIVES:* COBE.KARD.ll.Ol.03- 01.03

COBE.KARD.ll.Ol.04- 01.04

COBE.KARD.ll.Ol.05- 01.05

*NATIONAL STANDARDS:* United States- BUSPROG: Analytic:- BUSPROG: Analytic

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