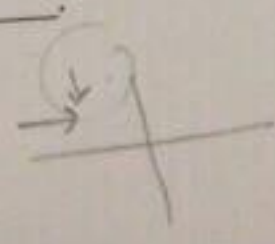


Choose the best answer. (7.5 points)

- 1) _____ is(are) the most basic cause of a person's wants and behavior.
- A) Culture
 - B) Brand personality
 - C) Cognitive dissonance
 - D) Societal factors
- 2) Marketers often segment international markets according to _____ according to common languages, religions, values and attitudes, customs, and behavioral patterns
- A) Geographic location
 - B) Economic factors
 - C) Cultural factors
 - D) Political factors
- 3) Marketers must weigh carefully the costs of additional information against the _____ resulting from it.
- A) Organization
 - B) Benefits
 - C) Creativity
 - D) Ethical issues
- 4) Which of the following refers to a behavioral segmentation variable that involves segmenting markets into nonusers, ex-users, potential users, first-time users, and regular users of a product?
- A) User status
 - B) Usage rates
 - C) Gender status
 - D) Income status
- 5) Which of the following is NOT considered a source of marketing intelligence?
- A) Suppliers
 - B) Resellers
 - C) Key customers
 - D) Accounting department
- 6) Toyota markets its cars based on the age, gender, and income of its customers. Which of the following types of market segmentation is evident here?
- A) Geographic segmentation
 - B) Benefit segmentation
 - C) Occasion segmentation
 - D) Demographic segmentation
- 7) What is the first step in the marketing research process?
- A) Developing a marketing information system
 - B) Defining the problem and research objectives
 - C) Developing the research plan for collecting information
 - D) Implementing the research plan
- 8) When consumers are highly involved with the purchase of an expensive product and they perceive significant differences among brands, they most likely will undertake _____.
- A) Habitual buying behavior
 - B) Complex buying behavior
 - C) Reflective buying behavior
 - D) Variety-seeking buying behavior



Question three (4 points) (TRUE AND FALSE)

- 1- In general, innovators are venture-some, they try new ideas at some risk. ✓
- 2- Secondary data is the information that already exists somewhere, having been collected for another purpose. ✓
- 3- A target market consists of a set of buyers who share common needs or characteristics that the company decides to serve. ✓
Experimental research is best suited for gathering causal information. ✓
Competitive advantage is an advantage over competitors gained by offering consumers greater value, either through lower prices or by providing more benefits that justify higher prices. ✓
- 6- Online research usually cost much more than research conducted through mail, telephone, or personal interview. ✓
- 7- A belief is the specific mix of human traits that may be attributed to a particular brand. X
- 8- Behavioral segmentation divides the market into different segments based on social class, lifestyle, or personality characteristics. X

Question four : For each of the following statements choose the best concept that matches from the box below.(2.5 points)

Mail X	Descriptive (3)	Affordable	Opinion leaders (2)	Awareness (4)	Income segmentation (6)
Gender segmentation X	Questionnaires (1)	Important	Exploratory X	Direct group X	Trial X

- 1- Questionnaires is the most common instrument, whether administered in person, by telephone, or online.
- 2- (2) are people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others
- 3- The objective of descriptive research is to describe things such as the market potential of product, or the demographics and attitudes of consumers
- 4- The stage which the consumer become aware of the new product, but lacks information about it is (4)
- 5- (6) divides a market into different income groups.
- 6- In deciding which Affordable difference to promote, buyers can afford to pay for the difference



Question one: (6 points)

Choose 2 questions only from the following to answer:

- 1 - What is the buyer decision process?
- 2 - What are the target marketing strategies?
- 3 - What are the steps of marketing information system (MIS)?
- 4 - What are the four major steps in designing a customer-driven marketing strategy?

③ Assessing information needs ✓

② developing need information ✓

③ helping decision process ✓

2

④ ① marketing segmentation ✓

② marketing targeting ✓

③ differentiation ✓

④ positioning ✓

3

9) _____ is a person's pattern of living as expressed in his or her psychographics, including his or her activities, interests, and opinions.

- A) Personality
- B) Culture
- C) Lifestyle ✓
- D) Motive

10) Maslow's theory is that _____ can be arranged in a hierarchy.

- A) Stimuli
- B) Beliefs and attitudes
- C) Perceptions
- D) Human needs ✓

11) What is the purpose of a data warehouse?

- A) To organize internal and external data by relevance
- B) To gather and integrate information a company has.
- C) To interpret data
- D) To analyze data

12) For primary data to be useful to marketers, it must be relevant, current, unbiased, and _____.

- A) Complete
- B) Accurate
- C) Inexpensive
- D) Collected before secondary data

13) People cannot focus on all of the stimuli that surround them each day. A person's tendency to screen out most of the information to which he or she is exposed is called _____.

- A) Selective retention
- B) Selective distortion
- C) Selective attitude
- D) Selective attention ✓

14) _____ positioning involves providing the most upscale product or service and charging a higher price to cover the higher costs.

- A) More for the same
- B) More for less
- C) Same for less
- D) More for more ✓

