EXAMINATION:	**CONSUMER BEHAVIOR**	**WS 2010/2011**
EXAMINER:	**PROF. DR. REIMANN**	**LECTURE NUMBER: 20322**

All of the exam questions must be answered to achieve maximum points. Please mark the correct answer with a cross! Only one answer is the correct answer! We will not deduct points for false answers. Correct answers will get 2 points. The answers to question 21 and 22 should be made in either English or German. This examination has a total of 4 pages.

Good Luck!

*NAME:*_____ *MATRIKELNR.:*_____

Block A: Multiple Choice *(40 points)*

Question 1: The consumer behavior process occurs over time as the consumer acquires, uses and disposes of the product. This is part of

a.	a one-way process.
b.	a process isolated by active behaviors that are reactive.
c.	the memory network.
d.	a dynamic process.

Question 2: Reference groups are a group of people

a.	we go to when we want to increase our knowledge of social influence.
b.	we compare ourselves to for information about ourselves.
c.	who are experts to whom we can ask brand and product information.
d.	who are subcultural groups.

Question 3: The process of remembering is called

a.	assessing.
b.	rehearsing.
c.	elaboration.
d.	retrieval.

Question 4: _____ is an inner force that denotes energy to achieve a goal.

a.	Retrieval
b.	Motivation
c.	Ability
d.	Opportunity

Question 5: Two dimensions along which attitude formation and change can vary are whether they are based on affect or cognition and the

a.	level of ability.
b.	hierarchical structure.
c.	level of effort.
d.	opportunity for structure.

Question 6: The most basic level of Maslow's needs is

a.	physiological needs.
b.	egoistic needs.
c.	social needs.
d.	self-actualization.

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Question 7: _____ reflect/s the process by which the consumer comes into physical contact with stimulus.

a.	Displays
b.	Advertising
c.	Communication
d.	Exposure

Question 8: _____ is the process by which incoming stimuli activate our sensory receptors.

a.	Cognition
b.	Perception
c.	Hyperactivation
d.	Sensationing

Question 9: Comprehension is

a.	the understanding of what has already occurred.
b.	the acknowledgement of how items should be categorized.
c.	the process of using prior knowledge to understand what has been categorized.
d.	knowing how to process information to be used later.

Question 10: According to the mere exposure effect, humans tend to

a.	prefer not to expose their emotions.
b.	prefer the familiar to the unfamiliar.
c.	expose themselves to others' opinions.
d.	prefer the unfamiliar to the familiar.

Question 11: In a mystery ad the brand is

a.	never revealed in the ad.
b.	not identified until the end of the ad.
c.	promoted by an obscure source.
d.	processed by very low and obscure routes.

Question 12: If consumers really like an ad,

a.	their involvement in processing the ad may decrease.
b.	classical conditioning is likely to occur.
c.	this affect may transfer from the ad to the brand.
d.	they may have fewer associations to the brand advertised.

Question 13: Formally defined, values are

a.	enduring beliefs that a given behavior or outcome is desirable or good.
b.	a belief in an existing level of quality or value for products
c.	a certain set of attitudes that are long-lasting but not strongly held.
d.	a certain set of behaviors that is learned either from our parents or from peer groups.

Question 14: The _____ market is comprised of those consumers over age 65.

a.	baby boomer
b.	gray
c.	Generation X
d.	Slacker

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Question 15: Members of a particular social class tend to

a.	have quite diverse income levels.
b.	have the same attention level for advertising and other forms of marketing communications.
c.	share similar values and behavior patterns.
d.	live in similar regions of the country.

Question 16: Most of our information processing takes place in _____ memory.

a.	sensory
b.	iconic
c.	short-term
d.	long-term

Question 17: A feeling that one has made the wrong purchase decision is known as

a.	impulsiveness.
b.	post-decision dissonance.
c.	post-decision regret.
d.	decision disposition.

Question 18: Low-effort decisions are often made by

a.	selecting among brands, one by one, based on overall evaluations.
b.	attention to marketing communications regarding that brand.
c.	selecting brands by comparing the attributes of each brand.
d.	remembering previous decisions for the next choice.

Question 19: The difference between a conjunctive and a disjunctive model is that a disjunctive model puts the weight on

a.	negative information.
b.	positive information.
c.	attribute information.
d.	evaluations.

Question 20: Typically, the next step in consumer decision making after problem recognition is

a.	external information search.
b.	prepurchase intentions.
c.	brand choice.
d.	internal information search.

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Block B: Case Questions *(20 points)*

Question 21: *(10 points)*
Explain the relationship between cognition and affect in consumers' attitudes.

Question 22: *(10 points)*
What are the different phases of the consumer behavior process and how do they relate to each other?

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