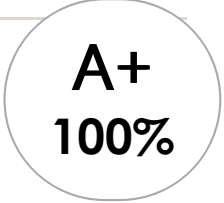


28 Multiple choice questions



A+
100%

1. how a person views himself or herself
 - a. sugging
 - b. attitude
 - c. learning
 - d. **CORRECT: self-image**

2. any practice by a business that is just not reasonable and often illegal
 - a. customer choice
 - b. **CORRECT: unconscionable conduct**
 - c. acceptable quality
 - d. personality

3. the unspoken and unwritten terms of a contract
 - a. perception
 - b. price discrimination
 - c. self-regulation
 - d. **CORRECT: implied conditions**

4. a group of people with whom a person closely identifies, adopting their attitudes, values and beliefs
 - a. learning
 - b. perception
 - c. self-regulation
 - d. **CORRECT: reference group**

5. the process through which people select, organise and interpret information to create meaning
 - a. advertising
 - b. learning
 - c. personality
 - d. **CORRECT: perception**

6. a person's overall feeling about an object or activity
 - a. advertising
 - b. **CORRECT:** attitude
 - c. puffery
 - d. motive

7. changes in an individual's behaviour caused by information and experiences
 - a. self-image
 - b. **CORRECT:** learning
 - c. greenwashing
 - d. sugging

8. the setting of different prices for a product in separate markets
 - a. implied conditions
 - b. **CORRECT:** price discrimination
 - c. self-regulation
 - d. perception

9. the product is fit for the purpose for which it is being sold, acceptable in appearance and finish, free from defects, safe and durable
 - a. personality
 - b. materialism
 - c. **CORRECT:** acceptable quality
 - d. brand loyalty

10. the collection of all the behaviours and characteristics that make up that person
 - a. **CORRECT:** personality
 - b. learning
 - c. materialism
 - d. perception

11. selling under the guise of a survey; a sales technique disguised as market research
 - a. learning
 - b. **CORRECT:** *sugging*
 - c. motive
 - d. puffery

12. a paid, non-personal message communicated through a mass medium
 - a. greenwashing
 - b. **CORRECT:** *advertising*
 - c. learning
 - d. materialism

13. a system by which a business or industry controls its own activities rather than being publicly regulated by an outside organisation such as the government
 - a. self-image
 - b. **CORRECT:** *self-regulation*
 - c. perception
 - d. reference group

14. a method of promotion that involves the spreading of messages from person to person without the involvement of the originator; commonly known as word-of-mouth advertising
 - a. learning
 - b. greenwashing
 - c. **CORRECT:** *viral marketing*
 - d. advertising

15. a comprehensive set of rights and remedies for defective goods and services
 - a. consumer exploitation
 - b. customer choice
 - c. self-regulation
 - d. **CORRECT:** *consumer guarantees*

16. the reason that makes an individual do something
- learning
 - CORRECT: motive**
 - sugging
 - attitude
17. a person's relative rank in society, based on his or her education, income or occupation
- CORRECT: social class or socioeconomic status**
 - implied conditions
 - sociocultural influences
 - consumer exploitation
18. when a favourable attitude towards a single brand results in repeat sales over time
- personality
 - puffery
 - CORRECT: brand loyalty**
 - materialism
19. exaggerated praise or flattery, especially when used for promotional purposes that no reasonable person would take as factual
- attitude
 - CORRECT: puffery**
 - motive
 - sugging
20. influences within an individual that affect his or her buying behaviour
- self-regulation
 - personality
 - CORRECT: psychological factors**
 - brand loyalty

21. the decisions and actions of customers when they search for, evaluate, select and purchase goods and services; also known as buying behaviour
- advertising
 - materialism
 - CORRECT: customer choice**
 - motive
22. forces exerted by other people and groups that affect an individual's buying behaviour
- psychological factors
 - viral marketing
 - product placement
 - CORRECT: sociocultural influences**
23. the practice of making a misleading or deceptive claim about the environmental benefits of a product, business practice or technology in order to present a positive public image
- CORRECT: greenwashing**
 - advertising
 - personality
 - learning
24. when an advertisement uses words that are deceptive or claims that a product has some specific quality when it does not
- advertising
 - viral marketing
 - CORRECT: dishonest advertising**
 - bait and switch advertising
25. when the rights of consumers are ignored
- CORRECT: consumer exploitation**
 - consumer guarantees
 - perception
 - self-regulation

26. an individual's desire to constantly acquire possessions
- CORRECT: materialism**
 - motive
 - advertising
 - attitude
27. promoting a few products at reduced and enticing prices to attract customers
- CORRECT: bait and switch advertising**
 - dishonest advertising
 - advertising
 - viral marketing
28. the inclusion of advertising in entertainment
- brand loyalty
 - CORRECT: product placement**
 - perception
 - puffery