Chapter-1 Introduction to Consumer Behavior

Self Assessment Questions

1.

1. Which of the following is NOT part of group influence?
   
a. Family.
b. Social class.
c. Personality.
d. All the above

2. Problem recognition is part of:
   
a. The decision process.
b. Personal influence.
c. The marketing mix.
d. None of these

3. Post-purchase evaluation means:
   
a. Researching consumers who have previously bought the product.
b. Comparing the purchase outcome with previous expectations.
c. Feelings of disappointment following a purchase.
d. Both A and B

4. Routine problem-solving is:
   
a. A problem which recurs frequently.
b. A regular session for considering problems.
c. A regularly-experienced purchase situation.
d. All of these

5. A purchase situation which occurs infrequently, and which requires some research, is called:
a. Limited problem-solving.
b. Infrequent purchase situation.
c. Routine problem-solving.
d. None of these

6. Which of the following is NOT a component of personality?
   a. Family.
   b. Behaviours.
   c. Traits.
   d. All of those

7. Selective attention is a component of:
   a. Perception.
   b. Personality.
   c. Decision-making.
   d. Both B and C

8. Which of the following is NOT part of Maslow’s Hierarchy of Needs?
   a. Safety needs.
   b. Esteem needs.
   c. Customer needs.
   d. All the above

9. Obtaining satisfaction through fulfilling one's potential is called:
   a. Esteem.
   b. Self-actualisation.
   c. Perception.
   d. None of these
10. The component of attitude relating to beliefs and disbeliefs is called:
   a. Conative.
   b. Cognitive.
   c. Affective.
   d. Perception.

11. The component of attitude relating to emotion is called:
   a. Conative.
   b. Affective.
   c. Cognitive.
   d. Perception.

12. A set of shared values, attitudes, beliefs, artefacts and other symbols is called:
   a. Reference group.
   b. Culture.
   c. Group influence.
   d. Cognitive.

13. A group one wants to join is called:
   a. Aspirant group.
   b. Membership group.
   c. Reference group.
   d. Culture.

14. Which of the following is NOT part of the family decision-making unit?
   a. Solitary survivor.
   b. Initiator.
   c. Purchaser.
15. A group which one does not want to join is called:
   a. An aspirational group.
   b. A membership group.
   c. A dissociative group.
   d. Purchaser.

16. Disappointment because the purchase did not match up to expectations is called:
   a. Consumerism.
   b. Post-purchase evaluation.
   c. Cognitive dissonance.
   d. Purchaser.

17. Blake is in the process of buying a new car. He is highly involved in the purchase and perceives significant differences among his three favourite models. Blake’s next step is most likely to be ..................
   a. opinion leadership
   b. cognitive dissonance
   c. postpurchase behavior
   d. evaluation of alternatives

18. Bill thought he had received the best deal on his new car. Shortly after the purchase, Bill started to notice certain disadvantages of his new car as he learned more about other cars available. Bill is experiencing .............
   a. purchase decision
   b. postpurchase cognitive dissonance
   c. information evaluation
   d. postpurchase culture
19. As a purchasing agent, Benni Lopez buys goods for use in the production of products that are sold and supplied to others. Benni is involved in………..

   a. retail buyer behavior
   b. business buyer behavior
   c. post-purchase dissonance
   d. consumer buying behavior

20. You regularly purchase cleaning supplies for your custodial staff. This purchase is a………..

   a. modified straight rebuy
   b. consumer buy
   c. modified rebuy
   d. straight rebuy

Answers for Multiple Choice Questions

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Chapter-2 Research in Understanding Consumer Behavior

Self Assessment Questions

1. is never simple, yet understanding it is the essential task of marketing management.
   a. Understanding the difference between primary and secondary data
   b. Consumer buying behavior
   c. Brand personality
   d. Early adoption

2. The starting point to understanding how consumers respond to various marketing efforts is the .......... model of a buyer's behavior.
   a. belief
   b. postpurchase feeling
   c. stimulus-response
   d. subculture

3. In the model of buyer behavior, which of the following is not a major type of force or event in the buyer's environment?
   a. political
   b. cultural
   c. economic
   d. channels

4. Marketers are always trying to spot ............... in order to discover new products that might be wanted.
   a. cultural shifts
   b. attitudes
   c. dissonance
   d. groups
5. ………… are becoming a very attractive market: they are the ideal market for exotic travel, restaurants, high-tech home entertainment products, leisure goods and services, and designer furniture and fashions.
   a. East Europeans
   b. Mature consumers
   c. Teenagers
   d. Italians

6. …………..are society’s relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.
   a. Subcultures
   b. Social classes
   c. Perceptions
   d. Purchase decisions

7. Family is one of the …………. factors that influence consumer behavior.
   a. social
   b. personal
   c. psychological
   d. cultural

8. ………….are groups to which an individual wishes to belong, as when a teenage football player hopes to play someday for Inter Milan.
   a. Aspirational groups
   b. Leading adopter groups
   c. Membership groups
   d. Social class groups

9. Opinion leaders are sometimes referred to as……………….
   a. the middle class
b. the upper class  
c. networkers  
d. the influentials  

10. A ............ consists of the activities people are expected to perform according to the persons around them.  
   a. lifestyle  
   b. role  
   c. life-cycle  
   d. tradition  

11. A buyer's decisions are influenced by ............... such as the buyer's age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept.  
   a. habitual buying behavior  
   b. reference groups  
   c. variety-seeking buying behavior  
   d. personal characteristics  

12. All of the following make up a person's lifestyle except _______.  
   a. work  
   b. AIO dimensions  
   c. dissonance-reducing buying behavior  
   d. opinions  

13. ............... refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. It is usually described in traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness.  
   a. Self-awareness  
   b. Belief  
   c. Alternative evaluations
d. Personality

14. Brand personality is a mix of human traits attributed to a brand. Which of the following is not identified as a brand personality trait?
   a. excitement
   b. sincerity
   c. emotion
   d. sophistication

15. A ................ is a need that is sufficiently pressing to direct a person to seek satisfaction.
   a. perception
   b. motive
   c. tradition
   d. culture

16. Maslow’s theory is that ................ are arranged in a hierarchy from the most pressing at the bottom to the least pressing at the top.
   a. perceptions
   b. beliefs and attitudes
   c. stimuli
   d. human needs

17. What is the least pressing in Maslow’s Hierarchy of Needs?
   a. social needs
   b. safety needs
   c. esteem needs
   d. self-actualization
18. 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 attention  
c. selective perception  
d. selective distortion

19. People forget much that they learn. They tend to retain information that supports their attitudes and beliefs. This is called ……………………

a. selective retention  
b. selective distortion  
c. selective attention  
d. perceptual vigilance

20. ……………………… describes changes in an individual’s behavior arising from experience.

a. Learning  
b. Aggressiveness  
c. Cognitive dissonance  
d. Perception

**Answers for Multiple Choice Questions**

1 (b) 2 (c) 3 (d) 4 (a) 5 (b)  
6 (b) 7 (a) 8 (a) 9 (d) 10 (b)  
11(d) 12(c) 13(d) 14(c) 15(b)  
16(d) 17(d) 18(b) 19(a) 20(a)
Chapter-3 Individual Influences on Consumer Behavior

Self Assessment Questions

1. ……………are subtle stimuli that influence where, when, and how a person responds to an idea.
   
   a. Cues
   b. Messages
   c. Impulses
   d. Personalities

2. A(n) ________ is a descriptive thought that a person has about something.
   
   a. attitude
   b. belief
   c. lifestyle
   d. perception

3. A person’s attitudes fit into a pattern, and to change one attitude may require difficult adjustments in many others. Thus, a company should ………….. try to fit its products into existing attitudes rather than attempt to change attitudes.
   
   a. not
   b. usually
   c. seldom
   d. never

4. The buying process starts with …………… in which the buyer recognizes a problem or need.
   
   a. information search
   b. purchase decision
   c. evaluation of alternatives
   d. need recognition
5. The most effective sources that consumers obtain information from are _______ because they legitimize or evaluate products for the buyer.
   
a. public  
b. commercial  
c. social  
d. personal

6. Generally, the consumer’s purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. Which of the following is one of these factors?
   
a. cognitive dissonance  
b. attitude of others  
c. alternative evaluation  
d. postpurchase behavior

7. The relationship between the consumer’s expectations and the product’s _______ determines whether the buyer is satisfied or dissatisfied with a purchase.
   
a. perceived performance  
b. brand personality  
c. consumer market  
d. recognition

8. How consumers learn about new products for the first time and make the decision to buy them is called the...........
   
a. information search  
b. adoption process  
c. quality assessment  
d. new product recognition
9. Relative advantage, compatibility, complexity, divisibility, and communicability are all examples of.............
   a. product characteristics that influence rate of adoption
   b. dissonance-reducing buying behavior
   c. postpurchase behavior
   d. individual differences in innovativeness

10. What can we say about the size of the business market compared to consumer markets?
   a. It is approximately the same.
   b. It is huge.
   c. They are impossible to compare.
   d. It is somewhat larger.

11. Because business purchases are usually more complex than consumer purchases, business buyers tend to.
   a. use a more formalized buying process
   b. act independently
   c. make quicker purchasing decisions
   d. rely on intuition

12. Which of the following is not included in the decision-making unit of a buying organization?
   a. individuals who use the product or service
   b. individuals who make the buying decision
   c. individuals who control buying information
   d. individuals who supply the product

13. During which stage of the business buying process is a buyer most likely to conduct value analysis, carefully studying components to determine if they can be redesigned, standardized, or made less expensive?
a. product specification  
b. performance review  
c. order-routine specification  
d. proposal solicitation

14. Many marketers use the self-concept premise that people's possessions contribute to and reflect their identities; that is, "we are what we have." Under this premise, consumers ________.

   a. conduct the information search  
   b. are affected by subconscious motivations  
   c. use brand personalities  
   d. buy products to support their self-images

15. Why is conformity sometimes not a good thing?

   1. It isn't; we should always do it  
   2. It may threaten individuation on our part  
   3. Deviating from the behavior of the majority is productive  
   4. It is best that people all behave differently

16. Private acceptance" refers to:

   a. going along with others to save yourself embarrassment  
   b. going along within oneself, but openly defying the group  
   c. actually coming to think and feel as the group does  
   d. actually declaring publicly that you believe internally as the group does

17. To show that "public compliance" and "private acceptance" were different, Asch (1957) had participants:

   a. announce their answers to a good friend  
   b. write their answers down, rather than speak them aloud  
   c. speak their answers aloud, rather than write them down  
   d. publish their answers in the student newspaper
18. Bait and switch” refers to:
   a. getting customers to buy a product on sale and then switch it for another product after the sale
   b. presenting customers with a small request followed by a large request
   c. presenting customers with a large request followed by a small request
   d. advertising a good deal, but having only an inferior product available when the customer comes to buy

19. According to the notion of consistency:
   a. if a person complies with a small request, she has the right to refuse a subsequent large request
   b. if a requester "backs down" from a large request to a small one, the target of the request may feel compelled to grant the second request
   c. if the target of a request refuses an initial large request, he may feel that he will "look bad" if he refuses a subsequent small request
   d. if a target of an initial small request grants that request, she may feel obligated to grant a subsequent large request

20. Social influence is:
   a. being influenced by others
   b. the influence of society on us
   c. influencing how society operates and determining how it will operate in the future
   d. the efforts on the part of one person to alter the behavior or attitudes of one or more others

Answers for Multiple Choice Questions
1 (a) 2 (b) 3 (b) 4 (d) 5 (d) 6 (b) 7 (a) 8 (b) 9 (a) 10 (b) 11(a) 12(d) 13(a) 14(d) 15(b)
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Chapter-4 External Influences on Consumer Behavior

Self Assessment Questions

1. Which leadership theory assumes that leaders are born and not made?
   a. Situational
   b. Path-goal
   c. Trait
   d. Behavioural

2. In the behavioural theory of leadership, researchers attempt to determine what effective leaders _____, rather than attempting to determine who effective leaders _____.
   a. Are; may become
   b. Do; are
   c. Are; do
   d. Do; might become

3. When a manager appears to be more interested in 'getting the job done' than in assisting subordinates to develop personal satisfaction with their work, we say that this manager has what type of style?
   a. Employee-oriented style
   b. Path-goal style
   c. Task-oriented style
   d. Contingency style

4. In the Managerial Grid, when a manager has a high concern for production but a low concern for people, what style is this manager exhibiting?
   a. Country club style
   b. Produce or perish style
   c. Impoverished style
   d. Middle-of-the-road style
5. Leaders who have an exceptional impact on their organisations are known as what type of leader?
   a. Situational leaders
   b. Trait leaders
   c. Transformational leaders
   d. Situational leaders

6. According to House's path-goal model, an achievement oriented style works best under one of the conditions below. Which is it?
   a. When subordinates seek clear directions
   b. In highly repetitive tasks or those that are physically unpleasant
   c. When the group faces non-repetitive ambiguous tasks that challenge their ability
   d. When the task is ambiguous and subordinates lack flexibility

7. When a manager secures the agreement of a colleague to work on a project in return for the promise of providing the colleague with some extra equipment, what type of power is he or she exercising?
   a. Coercive
   b. Referent
   c. Reward
   d. Expert

8. What type of power is based on the ability of the superior to punish the subordinate for not performing well on the job?
   a. Referent
   b. Expert
   c. Reward
   d. Coercive
9. Yukl and Falbe found that the influence tactic which a manager is most likely to use when influencing their boss is:

   a. Exchange
   b. Rational persuasion
   c. Consultation
   d. Personal appeal

10. Kanter proposed that a manager's power is affected by four organisational factors. Three of these are listed below: which one is not in Kanter's list?

   a. The manager's level of pay
   b. Relation of job to current business priorities
   c. Extent of external contacts
   d. Extent of senior contacts

11. Conformity occurs when:

   a. individuals change their behavior in order to fit that of other persons in their group
   b. individuals adhere to conventions of a society, such as wearing clothes
   c. individuals influence each other
   d. individuals mimic each other

12. A "social norm" is a:

   a. written rule
   b. law that has legal status in court
   c. spoken and unspoken rules concerning how we ought to behave
   d. the same as a taboo

13. According to the early studies of conformity, who seemed to conform more than their counterparts?

   a. males compared to females
   b. blacks compared to whites
c. females compared to males
d. whites compared to blacks

14. mThe "that's not all" technique:
   a. is untested
   b. really does work, according to the research
   c. has been shown to be ineffective by research
   d. has generated mixed results in research

15. Which of the following reduced obedience in the Milgram studies to 30%?
   a. learner complained of pain
   b. conducting the experiment away from Yale University
   c. pounding on a wall by the victim
   d. having to actually place the victim’s hand on a shock plate

16. What percentage of participants fully obeyed the experimenter’s command to deliver a 450-volt shock to the learner in the experiment detailed in the text?
   a. 5%
   b. 20%
   c. 35%
   d. 65%

17. The one common characteristic of all social norms is:
   a. they are obeyed more by adults than children
   b. they all work through voluntary compliance
   c. they are obeyed more by children than adults
   d. most people obey them most of the time

18. Cohesiveness influences conformity in that:
   a. we are more likely to yield to influence from larger groups
b. we are more likely to yield to influence from people we like 

c. we are more likely to yield to influence in the absence of social support 

d. we are more likely to yield to influence in the face of threats 

19. Group size affects perceived conformity pressure, in that, the ........... the group, the ............... pressure is exerted. 

   a. larger, more 
   b. more compliant; less 
   c. smaller, more 
   d. more cohesive, less 

20. The size of the group that applies pressure to conform is: 

   a. irrelevant 
   b. important through an indefinite group size 
   c. unimportant 
   d. important through group size 3-4 

Answers for Multiple Choice Questions

1 (c)  2 (b)  3 (c)  4 (b)  5 (c)  
6 (c)  7 (c)  8 (d)  9 (b)  10 (a)  
11(a) 12(c) 13(c) 14(b) 15(d)  
16(d) 17(d) 18(b) 19(a) 20(d)
Chapter-5 On-line Decision Making and CRM

Self Assessment Questions

Customer acquisition online refers to:

   a. encouraging existing customers to use the online channel.
   b. encouraging existing customers to purchase more.
   c. gaining completely new customers using the online channel.
   d. both the first and third answer above.

2. Typical stages in the execution of permission marketing for a single customer are:

   a. acquisition, extension, retention.
   b. retention, acquisition, extension.
   c. acquisition, retention, extension.
   d. none of the above.

3. The concept of opt-in typically involves:

   a. using an incentive.
   b. the customer proactively selecting opt-in.
   c. profiling a customer's interests and value to an organization.
   d. all of the above.

4. An example of the concept of opt-out is:

   a. a customer agreeing to receive an e-mail newsletter.
   b. a customer not choosing an e-mail newsletter.
   c. both the first and third answer above.
   d. none of the above.

5. Permission marketing is the opposite of:

   a. database marketing.
   b. interruption marketing.
   c. customer relationship marketing.
d. targeted marketing.

6. Targeting of particular segments before planning campaigns for acquisition, retention or extension is:
   a. customer selection.
   b. customer relationship marketing.
   c. customer orientation.
   d. customer focus.

7. The most significant principle of permission marketing is:
   a. customers being able to end the dialogue at any time (opt-out).
   b. customers agreeing to a dialogue in response to an incentive (opt-in).
   c. a confirmation that opt-in is required (double opt-in).
   d. unsolicited e-mail (SPAM).

8. Customer extension online refers to:
   a. use the online channel to encourage existing customers to purchase more.
   b. gaining completely new customers using the online channel.
   c. use the online channel to encourage existing customers to purchase different products.
   d. both the first and third answers above.

9. Which of the following refers to the propensity of customers to select products online, but buy offline?
   a. Offline purchase, offline informed.
   b. Online purchase, offline informed.
   c. Mixed-mode buying.
   d. Online purchase, online informed.

10. Customer retention online refers to:
a. encouraging existing customers to repeat purchase (repeat customers).
b. gaining completely new customers using the online channel.
c. keep customers using the online channel (repeat visits).
d. both the first and third answers above.

11. Customers who are signed up for an online service but who have never used it are described as:
   a. inactive.
   b. dormant.
   c. active.
   d. none of the above.

12. Conversion models help answer the question:
   a. how many site visitors will result in a sale or other customer?
   b. how much does it cost me to acquire this customer?

13. .........................refers to a model for assessing the quality of the online customer experience.
   a. The Long Tail
   b. SERVQUAL
   c. The Tipping Point
   d. Price transparency

14. .....................is a digital communications technique which involves improving visibility and monitoring sentiment within social networks and blogs.
   a. E-PR
   b. Display advertising
   c. SEO
   d. E-mail marketing
   e. None of the above
15. ………………is a digital communications technique which involves achieving brand awareness through formats such as video, banners and skyscrapers on third-party sites.
   a. SEO
   b. E-PR
   c. Display advertising
   d. E-mail marketing

16. Changes in the industry and society at large that may affect the long-term and near-term future of the firm is mainly concentrated at this management level:
   a. Senior
   b. Middle
   c. Operational
   d. Knowledge

17. Decisions in which the decision maker must provide judgment, evaluation, and insights into the problem definition would be characterized as:
   a. structured.
   b. semistructured.
   c. unstructured.
   d. overt.

18. Which type of decision is one for which there may be several "right" answers and there is no precise way to get a right answer?
   a. Structured decision
   b. Unstructured decision
   c. Recurring decision
   d. Nonrecurring decision
19. Simon’s description of decision making consists of four stages. This stage involves exploring various solutions to a problem.

   a. Intelligence  
   b. Design  
   c. Choice  
   d. Implementation

20. In data mining, events that are linked over time are referred to as:

   a. associations.  
   b. sequences.  
   c. classifications.  
   d. clusters.

Answers for Multiple Choice Questions

1 (d)  2 (c)  3 (d)  4 (c)  5 (b)  
6 (a)  7 (b)  8 (d)  9 (c)  10 (d)  
11(a)  12(a)  13(b)  14(a)  15(c)  
16(a)  17(c)  18(b)  19(d)  20(b)
Chapter-6: Electronic Customer Relationship Marketing

Self Assessment Questions

1. What does the following definition refer to?

‘Achieving marketing objectives through the use of any electronic communications technology’

a. Internet marketing
b. E-business
c. E-marketing
d. None of the above

2. .................is based on customer information that personalizes interactions and simplifies the closing of transactions.

a. transactions
b. E-CRM
c. making a sale
d. making a profit

3. Delivering e-mail based customer support is an example of:

a. anticipating customer requirements
b. identifying customer requirements
c. satisfying customer requirements
d. none of the above

4. What is the focus of marketing orientation?

a. Customers
b. Suppliers
c. Competitors
d. Employees

5. E-marketing is best seen as:

a. the same as e-commerce
b. equivalent to e-business
c. broader than e-business
d. a subset of e-business

6. is very important to devise numerical measures of how a company measures up in the eyes of the customers with respect to its competitors.
   a. transactions
   b. making a sale
   c. making a profit
   d. E-CRM Assessment

7. The e–marketing plan has:
   a. the same objectives as the marketing plan
   b. the same objectives as the e-business plan
   c. the same objectives as the corporate plan
   d. objectives which support the objectives of other organizational plans

8. Central to any definition of marketing is _____.
   a. demand management
   b. transactions
   c. customer relationships
   d. making a sale

9. ____ are key building blocks for developing and managing customer relationships.
   a. Consumer expectations and customer satisfaction
   b. Customer choices and product offers
   c. Product performance and customer value
   d. Customer value and customer satisfaction

10. Internet is very important tool in marketing.
    (a) True   (b) False

11. ____ is defined as the customer’s evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.
    a. Customer relationship management
    b. Customer satisfaction
    c. TQM
    d. Customer perceived value
12. Building, keeping, and growing profitable value-laden relationships with all customers of a company is called _____.
   a. customer lifetime value
   b. customer perceived value
   c. customer relationship management
   d. database marketing

13. E-commerce was stunted by security fears, but improved technology has made millions of people worldwide feel comfortable buying online.
   (a) True    (b) False

14. A challenge of managing the online marketing mix that most closely relates to the satisfying behavior when selecting products is:
   a. Product.
   b. Place.
   c. Promotion.
   d. Price.

15. Many banks are leading the way in using customer profitability analysis to weed out losing customers and target winning ones for pampering. This is called _____.
   a. customer relationship management
   b. positioning
   c. database marketing
   d. selective relationship management

16. The ultimate aim of customer relationship management is to produce _____.
   a. customer equity
   b. market share
   c. sales volume
   d. a reliable database

17. Internet Marketing is actually a mixture of values, along with the successful and useful allotment of content.
   a. True
   b. False

18. E-pricing can also easily reward loyal customers.
   a. True
b. False

19. Marketing is the management process responsible for……….., anticipating and satisfying customer requirements profitably.
   a. supplying
   b. researching
   c. listening
   d. identifying

20. Customer Relationship Management (CRM) is nothing more than a customer data management activity.
   a. True
   b. False

Answers for Self Assessment Questions
1. (c)  2. (b)  3. (a)  4. (a)  5. (d)
6. (d)  7. (d)  8. (c)  9. (d)  10. (a)
11. (d) 12. (c) 13. (a) 14. (d) 15. (d)
16. (a) 17. (a) 18. (a) 19. (d) 20. (b)
Chapter 7 The Marketing Research System

Self Assessment Questions

1. Effective presentations require:
   a. Good presentation skills and especially the ability to present material dramatically
   b. A pleasant smile, good eye contact, suitable clothes and a well-modulated voice.
   c. Planning, practice and presentation skills
   d. Planning, a logical order of presentation and asking the class lots of questions.

2. What are the features of an introduction for a presentation?
   a. The use of questions, quotations, statistics or humor as a means of gaining audience involvement
   b. Statement of purpose, background, overview or outline of the argument, and the gaining of audience interest
   c. There are two features: using a question as a means of gaining audience involvement right from the start, and providing a summary of the argument within the presentation.
   d. Statement of purpose, background, and overview or outline of the argument in the presentation

3. Audience engagement is used:
   a. To help the audience to understand the information.
   b. So that the audience may be part of the experience.
   c. To show the assessor how good you are at giving presentations.
   d. To keep the audience awake during the presentation

4. What is important to consider when asking questions in a presentation?
   a. Cultural differences are important, as direct questions may be offensive to some class members.
   b. It is important to consider how you can answer the question fully as a means of showing the lecturer your depth of knowledge on the topic.
   c. It is important to consider the use of a rhetorical question as it allows the audience the opportunity to provide a specific answer.
   d. All of these.
5. What type of written format should be taken into the presentation?
   a. A formal essay
   b. Note form using short simple sentences or bullet points
   c. A 'scripted' form to be read aloud
   d. Do not take in anything at all as it is an oral presentation

6. Which of the following should NOT be done in a team or group presentation?
   a. Referring to your team members by name
   b. Planning so the whole presentation is consistent and complete
   c. Using 'I' when presenting ideas and information in your own section of the presentation
   d. Using 'we' when presenting the ideas and information in your own section of the presentation

7. How should you practice your oral presentation?

   While practicing, use as many of your senses as possible.

   Always record your presentation so that you can listen to it over and over again.

   Memorise it word for word.

   (d) Always have someone to listen to it so that they may give you feedback.

8. What 'body' aspect of the presentation is the most important to consider?
   a. The whole body
   b. The voice
   c. The eyes
   d. Gestures

9. Good posture is the most important type of body language for a speaker giving a presentation.
   a. True
   b. False
   c. No Information
10. A presentation is a form of oral communication in which a person shares factual information with an audience that is:
   a. mixed
   b. small
   c. specific
   d. large

11. The presenter acts as the:
   a. advocate of the information
   b. supporter of the information
   c. medium of the information
   d. deliverer of the information

12. The three major elements of presentation do not include:
   a. visual aids
   b. an audience
   c. specific content
   d. a presenter

13. The audience for a presentation consists of people who:
   a. are uninformed and lack a purpose
   b. are confused in their purpose
   c. are uniform in their level of information and purpose
   d. vary in their level of information and purpose

14. To be able to give a good presentation, a full rehearsal is:
   a. audience based
   b. useless
   c. necessary
   d. optional
15. Reading out a presentation is:
   a. not allowed
   b. helpful
   c. dull
   d. allowed

16. To make a presentation effective and impressive, you should use:
   (a) passive sentences
   (b) a simple and active form of sentences
   (c) complex sentences
   (d) jargon

17. To select the content of your presentation, you should know:
   a. your purpose
   b. the audience’s needs
   c. the available material
   d. the time limit

18. In presentation design, maximum time is given to the:
   a. question–answer session
   b. introduction
   c. main body
   d. conclusion

19. Initially, a presentation is a form of:
   a. one-way communication
   b. intrapersonal communication
   c. group communication
   d. two-way communication
20. Nonverbal communication is best described as:

a. the facial expressions and tone of voice used while speaking.
b. the part of the message not encoded in words.
c. body language
d. none of these

**Answers for Self Assessment Questions**

1. (c) 2. (b) 3. (a) 4. (a) 5. (b) 6. (c) 7. (a)
8. (b) 9. (c) 10. (c) 11. (a) 12. (a) 13. (c) 14. (c)
15. (a) 16. (b) 17. (b) 18. (c) 19. (a) 20. (b)
Chapter-8 Sampling

Self Assessment Questions

1. Which of the following is NOT part of the sampling design process?
   a. Determining the relevant sample frame.
   b. Defining of the population of the study.
   c. Specifying the sampling unit.
   d. Refining the research question.

2. The target population be defined in terms of:
   a. elements - the object about which information is desired.
   b. time - the time period under consideration.
   c. extent - the geographical boundaries.
   d. all of the above.

3. What is a sampling unit?
   a. The basic unit containing the elements of the population to be sampled.
   b. All the individual elements of the final sample, drawn together.
   c. The method used to collect the sample.
   d. The population.

4. Which of the following is NOT a qualitative factor that should be considered in determining the sample size?
   a. The importance of the decision.
   b. The precision needed for the results.
   c. The number of variables.
   d. The nature of the analysis.

5. Which of the following is NOT true of probability sampling?
   a. It is possible to specify the probability of selecting any particular sample of a given size.
b. Sampling units are selected by chance as opposed to the judgement of the researcher.
c. The results will always be more accurate than non-probability sampling.
d. The number of elements to be included in the sample set can be pre-specified.

6. What is the least expensive and least time-consuming of all sampling techniques?
   a. Simple random sampling.
   b. Judgemental sampling.
   c. Stratified sampling.
   d. Convenience sampling.

7. What are the distinguishing features of simple random sampling?
   a. Each element in the population has a known and equal probability of selection.
   b. A sampling frame must be compiled in which each element has a unique identification number.
   c. Each possible sample of a given size has a known and equal probability of being the sample actually selected.
   d. Random numbers determine which elements are included in the sample.
   e. All of the above.

8. Which of the following are NOT criteria for the selection of stratification variables in stratified sampling?
   a. Across the strata, the elements should be as heterogeneous as possible.
   b. Elements within a stratum should be as homogeneous as possible.
   c. Stratification variables should be easy to measure and apply.
   d. Stratifications variables should not be closely related to the characteristic of interest.

9. Select all of the following statements which you believe to be true.
   A truly random sample of the general population would be obtained by:
   a. Allocating each individual a unique number and using a computer to randomly generate numbers for selection.
b. selecting every 20th individual from a list of patients registered with a GP.
c. selecting every individual with a surname beginning with the letter S.
d. Closing your eyes and sticking a pin into a telephone directory.

10. Below is a list of populations and samples. Select the sample that is most likely to be representative (rather than biased) of the population from which it is drawn.

c. Population: The general population in an inner London borough. Sample: All patients registered at local GP surgeries in the same area.
d. Population: Online shoppers. Sample: List of individuals who have web-based email.

11. Which of the following is NOT a characteristic of quota sampling?

a. The sample is subdivided into groups from which the researcher must obtain a certain number of responses.
b. The random selection of units makes it possible to calculate the standard error.
c. Those who are available to be surveyed in public places are unlikely to be a representative sample.
d. It is a relatively fast and cheap way of finding out about public opinions.

12. Snowball sampling can help the researcher to:

a. overcome the problem of not having an accessible sampling frame.
b. theorise inductively in a qualitative study.
c. access difficult or hidden populations.
d. all of the above.

13. What effect does increasing the sample size have upon the sampling error?

a. It increases the sampling error.
b. It maintains the sampling error, regardless of other variables.
c. It has no effect on the sampling error.
d. It reduces the sampling error.
14. Which of the following is NOT a type of non-probability sampling?
   a. Convenience sampling.
   b. Snowball sampling.
   c. Cluster sampling.
   d. Judgmental sampling.

15. The standard error is a statistical measure of:
   a. the degree to which a sample has been accurately stratified.
   b. the clustering of scores at each end of a survey scale.
   c. the extent to which a sample mean is likely to differ from the population.
   d. a measure of whether the sample was randomly selected or not.

16. A representative sample is used so that the results of a study are:
   a. Reliable
   b. Generalisable
   c. Convenient
   d. Limited

17. A sample can be defined as a:
   a. Population of interest to a researcher
   b. Quota from within the whole population
   c. Subset of a population representative of the population of interest to the researcher
   d. Criterion used to define eligibility for the research study

18. The type of sampling approach where each person in the sampling frame has an equal chance of being selected is best described as:
   a. Systematic sampling
   b. Stratified random sampling
   c. Simple random sampling
   d. Non-probability sampling
19. Random sampling is used to ensure that:
   
   a. Only those persons available are included in the study
   b. The research design is adequate for the specific study
   c. The size of the sample is appropriate for the study
   d. The sample is representative of the study population

20. Which one of the following types of samples is least representative of the population?
   
   a. Stratified random sample
   b. Convenience sample
   c. Quota sample
   d. Cluster sample

Answers for Self Assessment Questions

1. (d)  2.(d)  3.(a)  4.(b)  5.(c)  
6. (d)  7.(e)  8.(d)  9.(a)  10.(c)  
11. (b) 12.(d) 13.(d) 14.(c) 15.(c)  
16. (b) 17.(c) 18.(c) 19.(d) 20.(a)
Chapter-9 Data Instruments

Self Assessment Questions

A BI reporting system does not ............... .

a. create meaningful information
b. deliver information to users on a timely basis
c. use statistical procedures to predict future events
d. use disparate data sources

2. Which of the following are not done by Business Intelligence (BI) systems?

a. Analyze past and current activities only
b. Process and record transactions only
c. Both of the above are correct.
d. Neither of the above is correct.

3. Business Intelligence (BI) systems do not obtain their data by which of the following means?

a. Read and process data from an operational database
b. Process transactions
c. Process extracts from operational databases
d. Process data purchased from data vendors

4. The "curse of dimensionality" relates to which problem of using operational data for BI reporting?

a. Dirty data
b. Inconsistent data
c. Too much data

d. Non-integrated data

5. A report generated by a reporting system is delivered to the appropriate users via a user-accessed Web site. This system uses which of the following report modes?

a. Push
b. Pull
c. RFM
d. OLAP

6. RFM analysis uses customers’ purchasing patterns to .................

a. record transactions
b. analyze and rank customers
c. predict future sales using regression techniques
d. perform OLAP

7. The "F" in RFM analysis stands for .................

a. frequently
b. freshness
c. fast food
d. fantasy

8. We have Market Basket data for 1,000 rental transactions at a Video Store. There are four videos for rent -- Video A, Video B, Video C and Video D. The probability that both Video C and Video D are rented at the same time is known as .............
a. the basic probability
b. support
c. lift
d. confidence

9. Business Intelligence (BI) reporting systems cannot do which of the following operations?
   a. Filter data
   b. Group data
   c. Modify data
   d. Both filter and group data

10. Which of the following is not a component of a data warehouse?
    a. Data extraction/cleaning/preparation programs
    b. Data warehouse data
    c. Data metadata
    d. None of the above are data warehouse components.

11. Business Intelligence (BI) reporting analyses can be performed using .................
    a. standard SQL only
    b. extensions to SQL only
    c. OLAP only
    d. both standard SQL and extensions to SQL
12. We have been given access to the company's operational data, and have been asked to produce a report. We discover that some of the data we need are in an SQL server database while other needed data are in a separate Oracle database. This is an example of .................

a. dirty data  
b. inconsistent data  
C. non-integrated data  
D. a "wrong format" problem

View Answer Workspace Report Discuss in Forum

13. The reports generated by a reporting system are usually not delivered in which of the following media?

a. Web portal  
b. Commercial courier service  
c. Digital dashboard  
d. E-Mail

14. Data mining applications are used to accomplish which of the following tasks?

a. Process transactions only  
b. Do RFM analysis only  
c. Do what-if analysis only  
d. Do both RFM and what-if analysis

15. Which of the following is an unsupervised data mining technique?

a. Cluster analysis only  
b. Regression Analysis only  
c. RFM Analysis only  
d. Both Regression Analysis and RFM Analysis
16. In OLAP, we are interested in …………………………….
   a. levels only
   b. dimensions only
   c. measures only
   d. measures and dimensions

17. Which of the following is not a reason that operational data are difficult to read?
   a. Non-duplicated data
   b. Dirty data
   c. Missing values
   d. Non-integrated data

18. We have Market Basket data for 1,000 rental transactions at a Video Store. There are four videos for rent -- Video A, Video B, Video C and Video D. The probability that Video D will be rented given that Video C has been rented is known as ………………….
   a. the basic probability
   b. support
   c. lift
   d. confidence

19. One popular classification technique in Business Intelligence (BI) reporting is …………….. .
   a. cluster analysis only
   b. regression analysis only
c. RFM analysis only

d. both cluster analysis and regression analysis

20. We have done an RFM analysis on our customer data. Mary Jones has a score of "1 1 5". This series means that Mary ............

a. Has ordered recently, orders frequently, and places a large order when she orders.

b. Hasn't ordered recently, orders infrequently, but places a large order when she orders.

c. Has ordered recently, orders frequently, but doesn't place a large order when she orders.

d. Hasn't ordered recently, orders infrequently, and doesn't place a large order when she orders.

Answers for Self Assessment Questions

1. (C) 2.(b) 3.(b) 4.(c) 5.(b)
6. (b) 7.(a) 8.(b) 9.(c) 10.(c)
11. (a) 12.(c) 13.(b) 14.(c) 15.(a)
16. (d) 17.(a) 18.(d) 19.(c) 20.(c)