

28 Multiple choice questions

1. how a person views himself or herself
 - a. suggesting
 - b. attitude
 - c. learning
 - d. self-image
2. any practice by a business that is just not reasonable and often illegal
 - a. customer choice
 - b. 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. 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. reference group
5. the process through which people select, organise and interpret information to create meaning
 - a. advertising
 - b. learning
 - c. personality
 - d. perception
6. a person's overall feeling about an object or activity
 - a. advertising
 - b. attitude
 - c. puffery
 - d. motive

7. changes in an individual's behaviour caused by information and experiences
 - a. self-image
 - b. learning
 - c. greenwashing
 - d. sugging
8. the setting of different prices for a product in separate markets
 - a. implied conditions
 - b. 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. acceptable quality
 - d. brand loyalty
10. the collection of all the behaviours and characteristics that make up that person
 - a. 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. sugging
 - c. motive
 - d. puffery
12. a paid, non-personal message communicated through a mass medium
 - a. greenwashing
 - b. 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
- self-image
 - self-regulation
 - perception
 - 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
- learning
 - greenwashing
 - viral marketing
 - advertising
15. a comprehensive set of rights and remedies for defective goods and services
- consumer exploitation
 - customer choice
 - self-regulation
 - consumer guarantees
16. the reason that makes an individual do something
- learning
 - motive
 - sugging
 - attitude
17. a person's relative rank in society, based on his or her education, income or occupation
- 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
 - brand loyalty
 - materialism

19. exaggerated praise or flattery, especially when used for promotional purposes that no reasonable person would take as factual
 - a. attitude
 - b. puffery
 - c. motive
 - d. sugging
20. influences within an individual that affect his or her buying behaviour
 - a. self-regulation
 - b. personality
 - c. psychological factors
 - d. 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
 - a. advertising
 - b. materialism
 - c. customer choice
 - d. motive
22. forces exerted by other people and groups that affect an individual's buying behaviour
 - a. psychological factors
 - b. viral marketing
 - c. product placement
 - d. 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
 - a. greenwashing
 - b. advertising
 - c. personality
 - d. learning
24. when an advertisement uses words that are deceptive or claims that a product has some specific quality when it does not
 - a. advertising
 - b. viral marketing
 - c. dishonest advertising
 - d. bait and switch advertising

25. when the rights of consumers are ignored
- a. consumer exploitation
 - b. consumer guarantees
 - c. perception
 - d. self-regulation
26. an individual's desire to constantly acquire possessions
- a. materialism
 - b. motive
 - c. advertising
 - d. attitude
27. promoting a few products at reduced and enticing prices to attract customers
- a. bait and switch advertising
 - b. dishonest advertising
 - c. advertising
 - d. viral marketing
28. the inclusion of advertising in entertainment
- a. brand loyalty
 - b. product placement
 - c. perception
 - d. puffery