

Unit 03: Communication and Decision Making

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1. Unit 03: Communication and Decision Making

4. Chapter: Unit 03: Communication and Decision Making

1. Unit 03: Communication and Decision Making Questions

4.1.1. According to Martin Lindstrom's video Buy.ology, why do cigarette s...

Author: Melinda Salzer

According to Martin Lindstrom's video Buy.ology, why do cigarette smokers not heed the health warnings posted on packages of cigarettes?

Please choose only one answer:

- People do not believe the warnings.
- Research does not support the health dangers of cigarette smoking.
- Research shows that the warnings have no effect on our brains.
- Smokers have addictive personalities and cannot be helped by written warnings.
- All of the above

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4.1.2. As a car dealer, you understand that people may question the wisdom...

Author: Melinda Salzer

As a car dealer, you understand that people may question the wisdom of their new car purchase. After all, a car is expensive and generally will not be replaced for a long time. What action might you consider to ensure that your customers will not experience negative post-purchase feelings?

Please choose only one answer:

- Send them a flyer for your dealership's car maintenance services.
- Take no action. Once the sale is done, you have no need to remain in contact
- Call them after a year to see if they still like their car.
- Send them a thank you note immediately after the purchase, and remind them of all the reasons they purchased their car.
- Send a coupon for their next purchase.

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Question: [As a car dealer you understand that people Melinda Salzer @Berkeley](#)

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4.1.3. Deceptive practices in advertising are not as clear-cut as they mig...

Author: Melinda Salzer

Deceptive practices in advertising are not as clear-cut as they might appear. Because it may be difficult to make a commercial using the real product, many companies will take liberties with the product for the purposes of the commercial production; for example, ice cream will melt under hot lights, and models of ice cream must be used. Looking at Palmolive's Rapid Shave commercial, featured in the "Ethics and Advertising" article, what was the ultimate result of the court's ruling?

Please choose only one answer:

- Props are no longer allowed to be used in commercials for shaving cream.
- Sports figures are not permitted to demonstrate personal care products.
- A precedent was set, requiring advertisers to show truthful representations of their products. This has carried over into today's advertising practices.
- No changes were deemed necessary when demonstrating product usage.
- Disclaimers are needed when demonstrating a product using deceptive practices.

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4.1.4. Formerly, what was the traditional path of an advertising message w...

Author: Melinda Salzer

Formerly, what was the traditional path of an advertising message when advertisers talked to consumers?

Please choose only one answer:

- Advertisement, consumer interaction, advertising medium
- Medium, advertiser, consumer
- Source, message, medium, receiver
- Advertisement, simultaneous ad communication, nonlinear path of communication.
- None of the above

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4.1.5. The consumer decision-making process follows which of the following...

Author: Melinda Salzer

The consumer decision-making process follows which of the following series of steps?

Please choose only one answer:

- Problem recognition, information search, purchase, post-purchase evaluation
- Problem recognition, information search, evaluation and selection of alternatives, decision, post-purchase evaluation
- Information search, problem recognition, evaluation of alternatives, post-purchase evaluation
- Evaluation of alternatives, decision, purchase, post-purchase evaluation
- Problem recognition, evaluation of alternatives, post-purchase evaluation

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4.1.6. What can marketers learn from understanding the ways in which peopl...

Author: Melinda Salzer

What can marketers learn from understanding the ways in which people experience their religious beliefs?

Please choose only one answer:

- Consumers are aware of the ways in which they worship certain brands that are similar to their religious worship.
- The patterns we exhibit in our product purchases and preferences show similar brain patterns to our religious experiences.
- Our religious beliefs and our consumer drives are conscious actions.
- There is nothing marketers can learn from understanding religious behavior related to purchase behavior.
- All of the above

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4.1.7. What type of advertising appeal is being used when an alarm company...

Author: Melinda Salzer

What type of advertising appeal is being used when an alarm company's commercial shows a burglar breaking into a home that is occupied by a mother and her child?

Please choose only one answer:

- Emotional appeal
- Lifestyle appeal
- A two-sided message
- Fear appeal
- None of the above

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4.1.8. When a consumer is evaluating his or her options before making a pu...

Author: Melinda Salzer

When a consumer is evaluating his or her options before making a purchase, what is the consumer ultimately looking for?

Please choose only one answer:

- Product features
- Brand reputation
- Attributes that appeal to all consumers
- Product benefits
- The best price

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4.1.9. When considering "Source Attractiveness" related to advertising eff...

Author: Melinda Salzer

When considering "Source Attractiveness" related to advertising effectiveness, we should be conscious of which of the following attributes of the source?

Please choose only one answer:

- Personality
- Physical appearance
- Social status
- Similarity to the message receiver
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [When considering Source Attractiveness Melinda Salzer @Berkeley Advertising](#)

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4.1.10. When might a consumer experience cognitive dissonance after a purch...

Author: Melinda Salzer

When might a consumer experience cognitive dissonance after a purchase?

Please choose only one answer:

- After buying a new home
- When the consumer did not evaluate the alternatives
- When a consumer has no anxiety about their purchase
- If the consumer has conducted proper research on the product
- None of the above

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4.1.11. When Starbucks first launched their stores in China in 1998, what m...

Author: Melinda Salzer

When Starbucks first launched their stores in China in 1998, what major factor would they need to have taken into consideration before taking this tremendous step?

Please choose only one answer:

- Other coffee companies that had already expanded into China
- The cultural factors that would influence the ways in which people would adopt and accept a new product
- The availability of transportation and accessibility to resources
- The nature of unsophisticated consumers in this market
- Government resistance

Check the answer of this question online at QuizOver.com:

Question: [When Starbucks first launched their stores Melinda Salzer @Berkeley](#)

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4.1.12. Which consumer decision-making model focuses on the psychological s...

Author: Melinda Salzer

Which consumer decision-making model focuses on the psychological stages that a consumer experiences when making a purchase?

Please choose only one answer:

- Maslow's Hierarchy of Needs
- The Involvement Purchase Model
- The Hierarchy of Effects Model
- The Consumer Information Processing Model
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which consumer decision-making model Melinda Salzer @Berkeley Advertising](#)

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4.1.13. Which of the following best defines "Permission Marketing?"

Author: Melinda Salzer

Which of the following best defines "Permission Marketing?"

Please choose only one answer:

- Asking consumers to view an advertisement
- Giving consumers the choice of opting-out of an ad
- Asking consumers to view various forms of spam even when they are not interested in the product or service
- Having an advertiser ask permission from people to share their product/service story and begin to have personal contact resulting in a benefit for both parties
- Getting permission from consumers for advertisers to interrupt their broadcasts or other forms of media at any point in time

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4.1.14. Which "Source Effect" is being used when a well-known, but aging ac...

Author: Melinda Salzer

Which "Source Effect" is being used when a well-known, but aging actor appears in a commercial that is promoting reverse mortgages?

Please choose only one answer:

- Source attractiveness
- Source appeal
- Source credibility
- Source factor
- Source communication

Check the answer of this question online at QuizOver.com:

Question: [Which Source Effect is being used when a Melinda Salzer @Berkeley](#)

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4.1.15. Why wouldn't the advertisers consider using a more clinical approach...

Author: Melinda Salzer

Why wouldn't the advertisers consider using a more clinical approach, and focus their commercials on the statistics of college tuition?

Please choose only one answer:

- Statistics are never a good advertising approach, because they are boring and ineffective at persuasion.
- College tuition is a business decision with no emotional bond associated with the transaction.
- They made a mistake; a more clinical approach would have been more effective.
- The humorous touch is an extension of the comparative approach, and it uses words and examples that are persuasive.
- The competition is already using a purely statistical approach.

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Question: [Why wouldn't the advertisers consider Melinda Salzer @Berkeley Advertising](#)

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4.1.16. Would a consumer be more involved in the post-purchase evaluation o...

Author: Melinda Salzer

Would a consumer be more involved in the post-purchase evaluation of their new computer as compared to the purchase of a bottle of water on a hot day, and why?

Please choose only one answer:

- No, because consumers are just as involved in the decision making process for buying a bottle of water as they are with the process of purchasing a new computer.
- Yes, because people purchase computers on a regular basis similarly to purchasing water on a daily basis.
- Yes, because buying a computer requires a high level of purchase involvement with extensive decision-making.
- No, because consumers are always confident in their computer-buying decisions.
- No, consumers are no more involved in the post-purchase phase of computer buying than they are in the post-purchase behavior for the purchase of a bottle of water.

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4.1.17. You are the advertising agency for a new product that is being targ...

Author: Melinda Salzer

You are the advertising agency for a new product that is being targeted to recent high school graduates. You are getting ready to cast the people who will appear in your commercials. According to the recent research discussed in your textbook, who should you cast for the commercials?

Please choose only one answer:

- Justin Bieber
- Tom Cruise
- A very attractive, but unknown, young actor
- A plain looking, unknown, young actor
- Tiger Woods

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Question: [You are the advertising agency for a new Melinda Salzer @Berkeley](#)

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4.1.18. You have created a new barbecue sauce that you believe is better th...

Author: Melinda Salzer

You have created a new barbecue sauce that you believe is better than any product on the market. There are many products out there, and you will need to be very creative in your advertising efforts in order to gain market share. Your advertising agency has recommended the expensive approach of ads that will contain the smell and aroma of your sauces. These ads are to appear in a variety of magazines targeted to women, weekend chefs, bbq aficionados, and so on. Why should you agree or disagree to follow this strategy?

Please choose only one answer:

- All the other BBQ sauce companies are doing it, and you should too.
- You should not agree to this strategy. It is too expensive with an uncertain outcome.
- This is a great way to break through advertising clutter and overcome the sensory overload consumers face every day in traditional advertising methods.
- This is a credible way of communicating your message.
- You should not do this, because people do not like ads with a scent.

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4.1.19. You have decided to open up a fast-food restaurant that is going to...

Author: Melinda Salzer

You have decided to open up a fast-food restaurant that is going to be in direct competition with McDonald's and Burger King. Your menu will feature similar kinds of products, but will be lower in fat, calories, and sodium than your competitors. Your restaurants will have signs that include the calorie count, fat content, sodium content, and other nutritional information. Which practice will you be following by displaying this information?

Please choose only one answer:

- Impression management
- Full disclosure
- Community standards
- Subliminal advertising
- Government regulation

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4.1.20. You have had tremendous success with your device that can be used b...

Author: Melinda Salzer

You have had tremendous success with your device that can be used by golfers to keep score, record the distance of their shots, keep a record of which clubs have been used, and other features. You have decided it is time to expand from the United States into several international markets. What marketing actions might be necessary to ensure international success?

Please choose only one answer:

- Because golf is an international sport, you should use the same marketing strategy that resulted in U.S. success.
- Compare the strategy of other sporting goods companies and follow their leads.
- Adjust your Marketing Mix to address cultural differences and the ways in which consumers behave in other countries.
- To avoid confusion, maintain a consistent strategy that does not change.
- Golfers are only present in collectivist cultures, so marketing strategies should follow the practices in those countries.

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