

CHAPTER 5 - TEST

Which of the following is considered to be a high-involvement purchase?

- a. purchasing a bottle of water
- b. grocery shopping
- c. renewing a magazine subscription
- d. buying a computer

D

When a consumer experiences feelings of regret after making a purchase, usually a purchase that is risky in some way, they experience what is called cognitive dissonance. What is a more popular term for this experience?

- a. buyer beware
- b. buyer's remorse
- c. cognition
- d. buyer's regret

B

Which of the following is a psychological factor that impacts consumer buying decisions?

- a. Social class
- b. Lifestyle
- c. Learning
- d. Age

A

Which statement best describes marketing strategies that can be adopted for high-involvement products?

- a. Marketing managers can link the products to a relatively low-involvement product.
- b. Marketing managers can focus on package design, so the products are eye-catching and easily recognized on store shelves.
- c. In-store promotion can be used as an important tool.
- d. Promotion to the target market should be extensive and informative.

B

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**Thirumalaisamy P.
Velavancorresponding**



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Library Marketing Basics Mark Aaron Polger, 2019-03-26 Here is an accessible step by step easy to understand and hands on resource for any librarian who is interested in learning basic marketing tips to raise the profile of their library While other books on library marketing are dense and assume that the library has a full time marketing staff person a publicist a graphic designer and a big fat budget this book offers tips and tricks often free that any librarian can do to market the library It will focus on the small changes to the services a library provides to raise its profile Library Marketing Basics is designed for beginners who are new to library marketing Any librarian can market their library but they must understand what true marketing is all about and how to do it right In this guide you ll Learn what true library marketing is and what it s not Plan a large scale marketing campaign awareness campaign on a shoestring budget Learn how to market yourselves as librarians Develop your own professional identity and brand Learn tips and tricks on obtaining buy in from your colleagues and the entire organization even if they are resistant Learn how to develop relationships with stakeholders in order to raise the profile of your library You ll also find practical examples from the non library corporate sector on how to use currently existing marketing tools and apply them to your library The book focuses on developing a library brand in addition to creating an effective marketing plan social media guidelines identifying assessment tools and providing best practices when developing signage writing website vocabulary and designing promotional materials Library Marketing Basics will show that you don t need a big budget to market the library You just need a small team of like minded colleagues to brainstorm creative ways to raise awareness with your audience Marketing is all about the valuable intangible and tangible aspects of your library and how you connect them with your users

The Complete Idiot's Guide to Marketing Basics Sarah White, Sarah E. White, 1997 Describes the basics of marketing products or services including organizing a promotional plan designing ads selecting media handling publicity managing a sales force and conducting market research *Marketing Essentials, Student Activity Workbook* McGraw-Hill Education, 2001-04-17 Student Activity Workbook Includes vocabulary review activities fact and idea review activities marketing application activities DECA preparation activities Computer activities

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Basics of Marketing Management (Theory & Practice) Rudani R.B., 2010-12 Introduction To Marketing 1 42 2 Emerging Issues In Marketing 43 66 3 Marketing Environment And Demand Forecasting 67 81 4 Consumer Behavior And Market Segmentation 82 119 5 Product Decisions 120 152 5 1 Product Related Strategies 153 174 6 Pricing Decisions 175 189 7 Market Promotion Mix 190 198 7 1 Advertising 199 235 7 2 Personal Selling And Sales Force Management 236 262 7 3 Sales Promotion 263 268 7 4 Publicity And Public Relations 269 283 8 Physical Distribution And Channel Of Distribution 284 305 9 Marketing Information System And Marketing Research 306 341 10 Rural Marketing 342 357 11 Marketing Of Services 358 264 12 Elements Of Retailing 365 387 13 International Marketing 388 399 14 Marketing Control 400 413 15

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Marketing Analysis & Decision Making Darral G. Clarke, 1993 *Essentials of Marketing* Edmund Jerome McCarthy, William D. Perreault, 1988 **Instructor's Manual with Tests [for] Promotion, 2nd Edition** Richard E. Stanley, 1982 **Quantitative Decision Making with Spreadsheet Applications** Lawrence L. Lapin, William D. Whisler, 2002 Written for students with a background in algebra this text provides a complete and modern treatment of basic management science methodology The authors survey the variety and power of management science tools working to alleviate students apprehension about the subject and to enable students to recognize on the job situations in which management science methodology can be successfully employed Emphasizing modeling skills for students of varying mathematical backgrounds the authors explain how to use Microsoft Excel spreadsheets to build skills as they work through problems In general problems are broken into several parts to make difficult concepts easy for students to learn This book s modular structure affords instructors maximum flexibility This text contains a special student version of Palisade Corporation s DecisionTools Suite containing Risk PrecisionTree BestFit TopRank and RiskView This software is expressly provided for student use and requires student authorization to unlock the software for its full one year license Professional customers may use the software for 30 days at which point they must contact Palisade Corporation for a professional version should they wish to continue using the software **Marketing Research** Gilbert A. Churchill, 1991 *Direct Marketing* ,1981

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