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QUESTION 1

_____ is the two-way flow of communication between a buyer and a seller that is designed to influence the buyer's purchase decision.

- A. Advertising
- B. Direct marketing
- C. Public relation
- D. Sales promotion
- E. Personal selling

Correct Answer: E

QUESTION 2

Reso, a manufacturer of mp3 players or portable media players (PMPs), accounts for 157,500 of the 700,000 PMPs sold annually in the United States. What is the Reso's market share of the PMP market?

- A. 17.20%
- B. 22.50%
- C. 26.10%
- D. 29.80%
- E. 34.40%

Correct Answer: B

QUESTION 3

_____ risks are those risks associated with the way people will feel if the product or service does not convey the right image.

- A. Safety
- B. Performance
- C. Physiological
- D. Social
- E. Psychological

Correct Answer: E



QUESTION 4

The psychographic variable that includes people's psychographic makeup, are the way they live is _____.

- A. motive
- B. social class
- C. self-values
- D. self-concept
- E. lifestyle

Correct Answer: E

QUESTION 5

_____ are consumers who like to avoid change and rely on traditional products until they are no longer available.

- A. Early adopters
- B. Innovators
- C. Early majority
- D. Late majority
- E. Laggards

Correct Answer: E

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