

1. Thresholds (3 points)

A producer of a candy product wants to be the "sweetest" candy on the market, but he has found that consumers are having difficulty telling exactly which of several competing candy products is really the "sweetest." This producer might be having difficulty with which of the following sensory thresholds?

Please check the appropriate box (more than one box can be correct):

- A Absolute threshold
- B Differential threshold
- C Intensity threshold
- D Relative threshold

2. Conditioning (3 points)

During the break a colleague of yours drinks out of a red plastic bottle and you ask her, if she is drinking liquid detergent. You add that you have this idea, because the package looks like a well-known liquid detergent. What process did you go through in the past?

Please check the appropriate box (more than one box can be correct):

- A Classical conditioning
- B Instrumental conditioning
- C Stimulus generalization
- D Extinction conditioning

3. ServQual (3 points)

ServQual is a well-known tool to measure customer satisfaction. Which of the following statements are true?

Please check the appropriate box (more than one box can be correct):

- A is a special application of the multi-attribute model
- B is based on the expectancy theory
- C Measures attitudes towards services
- D The product defines the quality

4. Attitude (3 points)

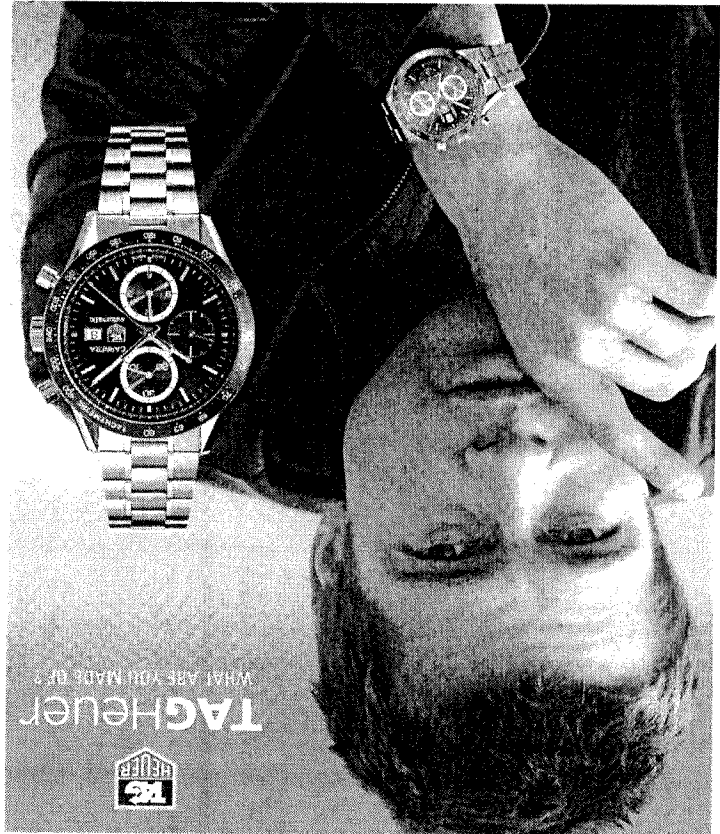
Attitude researchers have developed the concept of a hierarchy of effects to explain the relative impact of the three components of an attitude. Which of the following are possible hierarchies?

Please check the appropriate box (more than one box can be correct):

- A Standard Learning Hierarchy
- B Low-Involvement Hierarchy
- C Experiential Hierarchy
- D Habit Hierarchy

5. Balance theory (8 points)

Question: You are a viewer (consumer) of the ad below. The ad shows the famous actor Brad Pitt and a watch from Tag Heuer.



The three elements of a triad in balance theory are:

- a person and his/her perception of
- an attitude object, and
- some other person or object.

Who / which are those elements in the ad?

① a person and his/her perception of: _____

② an attitude object: _____

③ some other person or object: _____

Give an example of an unbalanced triad and briefly describe its significance for the marketing person (e.g. the product manager for Tag Heuer)

8. Hierarchies (3 points)

A high school student wants to study at the ZHW. Before making any decision he collects facts and figure about the ZHW, studies those, develops a good feeling for the ZHW and finally decides to register for studying. Which of the following statements are true.

Please check the appropriate box (more than one box can be correct):

A This is an example of cognitive learning

B Corresponds to the hierarchy ABC

C Corresponds to the hierarchy CAB

D Corresponds to the hierarchy CBA

9. Mental maps (8 points)

Question: Briefly describe two applications for a mental map in marketing practice. Feel free to make assumptions to illustrate your points.

10. Decisions (3 points)

Melissa has heard her mother say many times "Higher-priced products are higher quality products." This form of decision rule is called a(n):

Please check the appropriate box (more than one box can be correct):

A "Mommieism"

B Detail Rule

C Heuristic

D Experience Rule

11. Harmony (3 points)

Consumers value harmony among their thoughts, feelings, and behaviors; they are motivated to maintain uniformity among these elements. This statement illustrates which of the following theories?

Please check the appropriate box (more than one box can be correct):

A Self-perception theory

B Low involvement theory

C Principle of cognitive consistency

D Social judgment theory

12. Smoking problems (3 points)

A smoker is faced with a problem. He likes to smoke, but he knows that smoking has been linked to cancer, as his friends constantly remind him. His solution to this dilemma is to find a middle ground by smoking a low tar and low nicotine cigarette. This example illustrates consumer response based on which of the following theories?

Please check the appropriate box (more than one box can be correct):

A Self-perception theory

B Theory of cognitive dissonance

C Social judgment theory

D Balance theory

13. Science (4 points)

If a consumer believed that science could fix or find a cure for anything, he or she would be following interpretivism. True or false?

A True

B False

14. Acorelle (10 points)

Question: Look at the ad below (in German with English translation below). Indicate 4 attributes, 4 benefits and 2 values. Briefly explain what you mean (i.e. a single word like "price" is not sufficient, indicate why price would be an value, attribute of benefit).

Exactly 4 attributes: _____ / Exactly 2 values: _____ / Exactly 4 benefits: _____

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