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QUESTION 1

Which list below presents the hierarchy of needs in its correct order, beginning with the lowest level need to the highest level need?

A. personal, social, physiological, psychological, and safety

B. physiological, safety, love, esteem, and self-actualization

C. safety, physiological, safety, and self-actualization, and personal

D. self-actualization, personal, social, safety, and physiological

E. safety, personal, self-actualization, physiological, and social

Correct Answer: B

QUESTION 2

When firms collude to set prices for products, it is referred to as _____.

A. price discrimination

B. price fixing

C. predatory pricing

D. tying arrangements

E. exclusive dealing

Correct Answer: B

QUESTION 3

During a sales interview, Jim says "Harley Davidson" when the interviewer asks him to name a brand of American motorcycles. In this scenario, Jim is exhibiting _____.

A. top-of-mind awareness

B. aided recall

C. lagged effect

D. evaluation

E. persuaded interest

Correct Answer: A

QUESTION 4

Which of the following is an example of a contest?

A. Visit our website and win movie tickets

B. Avail our ""featured price"" discounts

C. Buy one, get one free

D. Player of the year sponsored by Mars Inc.

E. Leave your visiting card and win a trip to Bahamas

Correct Answer: D

QUESTION 5

_____ represent the collective conception of what communities find desirable, important and morally proper.

A. Norms

B. Values

C. Morals

D. Character traits

E. Organizational cultures

Correct Answer: B