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**QUESTION 1**

Hanna is buying a wedding dress and chooses one that is beyond her budget. However, she notices that the dress fits her well and comes with a money-back guarantee. Despite the higher cost, she decides to purchase the dress due to the trade-off between cost and perceived value. In this scenario Hanna is exhibiting the _____ rule.

- A. compensatory decision
- B. multi-attribute
- C. noncompensatory
- D. conversion
- E. weightage

Correct Answer: A

QUESTION 2

The place aspect of the marketing mix typically involves interactions between the marketer and _____.

- A. customers
- B. regulatory bodies
- C. suppliers
- D. customers
- E. advertisers

Correct Answer: C

QUESTION 3

Donner Inc. manufactures a new vacuum cleaner that it claims can actively disinfect areas from bacteria and viruses, along with dust and dust mites. Whitwell Technologies, Donner's competitor, is fascinated with the idea but does not want to license technology from Donner Inc. Instead, the RandD team at Whitwell take apart Donner's vacuum cleaner to understand how it works. Whitwell improves on the technology and manufactures a vacuum cleaner that it claims to be better at disinfecting areas from bacteria and viruses than other competitors. Which of the following is illustrated in the scenario?

- A. Reverse engineering
- B. RandD Consortia
- C. Licensing
- D. Brainstorming



E. Outsourcing

Correct Answer: A

QUESTION 4

Marielle Farm sells bakery and dairy products in the U.S. It sells three varieties of cheese, six types of breads, four types of jams, five types of cookies, and eight different varieties of croissants. What is the breadth of Marielle's product mix in this scenario?

A. 3

B. 4

C. 5

D. 6

E. 8

Correct Answer: C

QUESTION 5

Which of the following combinations is used to determine the equity of a brand?

A. Brand awareness, perceived value, brand associations, and brand loyalty

B. Brand extension, depth, breadth, and product mix

C. Co-branding, customer value, and product line

D. Brand dilution, marketing strategy, labeling strategy, and branding strategy

E. Brand association, packaging, line extension, and associated services

Correct Answer: A

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