

**St. John's University/ISEG Program  
International Consumer Behavior  
Review for Final Exam/Spring 2015  
Professor Tepfer**

**Multiple Choice**

*Identify the choice that best completes the statement or answers the question.*

- \_\_\_\_\_ 1. In which country does advertising seek to “convince”
- a. Norway
  - b. France
  - c. China
  - d. Spain
  - e. Germany
- \_\_\_\_\_ 2. Self - actualized individuals are characterized by
- a. Resistance to culture
  - b. Spontaneity
  - c. Empathy
  - d. All the above
  - e. None of the above
- \_\_\_\_\_ 3. Key associations for fashion in France are individuality symbolism and
- a. Uniqueness
  - b. Pleasure
  - c. Integrated into community
  - d. All the above
  - e. None of the above
- \_\_\_\_\_ 4. Indulgence
- a. success
  - b. quality of life
  - c. free gratification
  - d. grooming
  - e. prestige
- \_\_\_\_\_ 5. In cultures of strong uncertainty avoidance advertising is
- a. implicit
  - b. serious and structured
  - c. humorous
  - d. emotional
  - e. symbolism
- \_\_\_\_\_ 6. Which group is considered to be culture free and most rational in decision making?
- a. Businesspeople
  - b. Wealthy
  - c. Families
  - d. Poor
  - e. Youth
- \_\_\_\_\_ 7. Engel's Law states:
- a. as income decreases amount spent on luxury items decreases
  - b. amount spent on food always remains the same
  - c. as income increases amount spend on food increases
  - d. There is no Engel's Law
  - e. as income increases amount spent on food decreases

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- \_\_\_ 8. In which country culture does “silence” have meaning?
- a. Japan
  - b. Sweden
  - c. Finland
  - d. Italy
  - e. China
- \_\_\_ 9. Ownership of really expensive watches is correlated to
- a. High power distance
  - b. High masculinity
  - c. High femininity
  - d. All the above
  - e. None of the above
- \_\_\_ 10. Mental processes relevant for understanding consumer behavior are cognition, learning, perception and
- a. All the above
  - b. Creativity
  - c. Information processing
  - d. Attribution
  - e. Communication
- \_\_\_ 11. Whether people in a country will be quick to adopt product innovations can best be correlated to the level of:
- a. uncertainty avoidance
  - b. pragmatism
  - c. femininity
  - d. indulgence
  - e. power distance
- \_\_\_ 12. Countries that value success are
- a. Turkey, Spain and Portugal
  - b. Panama, Chile and Thailand
  - c. Finland, Netherlands and Norway
  - d. Denmark, Sweden and US
  - e. UK, US and Germany
- \_\_\_ 13. Humor in advertising
- a. power distance
  - b. indulgent
  - c. low uncertainty avoidance
  - d. collectivist
  - e. high uncertainty avoidance
- \_\_\_ 14. The most important variable explaining how mineral water consumption varies across countries is:
- a. masculinity
  - b. femininity
  - c. prefer the taste
  - d. high uncertainty avoidance
  - e. low uncertainty avoidance
- \_\_\_ 15. Economic development is linked to changes that include
- a. Mass education
  - b. Communications development
  - c. Urbanization
  - d. All the above
  - e. None of the above

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- \_\_\_ 16. The top consumer decision-making styles are
- a. Confusion and habitual
  - b. Brand conscious and perfectionist
  - c. Price and impulsiveness
  - d. Fashion conscious recreational
  - e. None of the above
- \_\_\_ 17. The car buying motives in the US would be
- a. Style
  - b. Design
  - c. Technology
  - d. Status
  - e. Safety
- \_\_\_ 18. Live to work
- a. restraint
  - b. pragmatism
  - c. normative
  - d. masculinity
  - e. femininity
- \_\_\_ 19. Grouping items that "share" a relationship is indicative of:
- a. collectivist cultures
  - b. masculine cultures
  - c. poor perception
  - d. individualist cultures
  - e. feminine cultures
- \_\_\_ 20. The countries strongest in self-enhancement are:
- a. Korea, Japan and Ireland
  - b. Mexico, India and US
  - c. UK, US and Australia
  - d. UK, France and Poland
  - e. Germany, Brazil and Argentina
- \_\_\_ 21. Polychronic
- a. caste system
  - b. many things simultaneously
  - c. preferable conduct
  - d. Confucian philosophy
  - e. one thing at a time
- \_\_\_ 22. Collectivism
- a. enjoying life
  - b. harmony
  - c. quality of life
  - d. stability
  - e. preferable conduct
- \_\_\_ 23. Convergence
- a. people in an environment
  - b. quality of life
  - c. nations becoming alike
  - d. social system
  - e. nations remaining different
- \_\_\_ 24. Brand extensions must fit based upon product similarity is a perception of:
- a. masculine cultures
  - b. feminine cultures
  - c. collectivist cultures
  - d. indulgent cultures
  - e. individualist cultures

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- \_\_\_ 25. Drivers who considered their car to be a status symbol correlated with
- a. High power distance
  - b. Femininity
  - c. Masculinity
  - d. High uncertainty avoidance
  - e. Low power distance
- \_\_\_ 26. Femininity
- a. authority
  - b. enjoying life
  - c. consume for show
  - d. caring for others & quality of life
  - e. we
- \_\_\_ 27. In Maslow's hierarchy the ultimate need is
- a. Self-actualization
  - b. Safety
  - c. Esteem
  - d. Physiological
  - e. Social
- \_\_\_ 28. Advertising that show how products work would be characterized as:
- a. high power distance
  - b. low uncertainty avoidance
  - c. individualist
  - d. high uncertainty avoidance
  - e. none of the above
- \_\_\_ 29. Smoking is a stress reducing mechanism best associated with countries of
- a. high power distance
  - b. high uncertainty avoidance
  - c. masculinity
  - d. short term orientation
  - e. indulgence
- \_\_\_ 30. In China there are preferences for older people in advertising indicative of:
- a. short term orientation
  - b. more "older" actors
  - c. masculinity
  - d. collectivism
  - e. high power distance
- \_\_\_ 31. Buying decisions based on feelings and trust in the company
- a. collectivist
  - b. feminine
  - c. pragmatic
  - d. high power distance
  - e. high uncertainty avoidance
- \_\_\_ 32. Avoiding ambiguity
- a. short term orientation
  - b. power distance
  - c. process orientation
  - d. masculinity
  - e. uncertainty avoidance
- \_\_\_ 33. Developing a relationship with a merchant would be indicative of the buying behavior of someone in:
- a. individualist culture
  - b. power distance
  - c. masculine culture
  - d. feminine culture
  - e. collectivist culture

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- \_\_\_ 34. A brand characteristic like “friendly” is most attributed to
- a. High masculinity
  - b. Low uncertainty avoidance
  - c. Low power distance
  - d. High power distance
  - e. High uncertainty avoidance
- \_\_\_ 35. In China symbols play a vital role in advertising because they are:
- a. low context communication
  - b. high power distance
  - c. they are illiterate
  - d. collectivist
  - e. high context communication

**True/False**

*Indicate whether the statement is true or false.*

- \_\_\_ 36. Self enhancement is stronger in collectivist cultures
- \_\_\_ 37. Blue is the corporate color of the US
- \_\_\_ 38. How people deal with their appearance is not related to “self”
- \_\_\_ 39. Low context communication is when information is explicit
- \_\_\_ 40. Some mental processes vary with culture
- \_\_\_ 41. Some shapes can have undesirable associations
- \_\_\_ 42. In collectivist cultures conformity is an automatic process of social harmony
- \_\_\_ 43. A youth developing an identity to function independently in a variety of social groups is an example of individual autonomy
- \_\_\_ 44. In collectivist cultures respect from others is more important than self-esteem
- \_\_\_ 45. Culture is learned behavior
- \_\_\_ 46. The West is context focused while the East is object focused
- \_\_\_ 47. The percentage spent on food should increase with increasing income
- \_\_\_ 48. A value structure map describes how subjects think about a product

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- \_\_\_ 49. Individuals of low power distance and low uncertainty avoidance do not search for information to make a buying decision
  
- \_\_\_ 50. Coffee and tea are assumed to mediate the effects of climate