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Question 1

Question Type: MultipleChoice

When Lily, a travel agent, she sells an expensive vacation package, she encourages the customer to buy travel insurance, which provides reimbursement in case of trip cancellation due to illness or another emergency. Jordana is trying to reduce her customers' _____ risk.

Options:

- A) psychological
- B) financial
- C) performance
- D) social
- E) physiological

Answer:

B

Question 2

Question Type: MultipleChoice

Mars Clothing offers a "buy one, get one free" offer on select clothing items and a 20 percent discount on all perfumes. These type of offers are known as a(n)

Options:

- A) premiums
- B) samplings
- C) coupons
- D) deals
- E) sweepstakes

Answer:

D

Question 3

Question Type: MultipleChoice

Why don't the majority of customers bother to redeem rebates?

Options:

- A) The discount offered by rebates is not significant enough.
- B) The procedure to redeem a rebate is complex as well as lengthy.
- C) The price cut is not offered directly to the consumers.
- D) The price on the shelf is more than the normal price of the product.
- E) The rebates come with riders such as a minimum purchase.

Answer:

B

Question 4

Question Type: MultipleChoice

Why don't the majority of customers bother to redeem rebates?

Options:

- A) The discount offered by rebates is not significant enough.
- B) The procedure to redeem a rebate is complex as well as lengthy.
- C) The price cut is not offered directly to the consumers.
- D) The price on the shelf is more than the normal price of the product.
- E) The rebates come with riders such as a minimum purchase.

Answer:

B

Question 5

Question Type: MultipleChoice

When Lily, a travel agent, she sells an expensive vacation package, she encourages the customer to buy travel insurance, which provides reimbursement in case of trip cancellation due to illness or another emergency. Jordana is trying to reduce her customers' _____ risk.

Options:

- A) psychological
- B) financial
- C) performance
- D) social
- E) physiological

Answer:

B

Question 6

Question Type: MultipleChoice

Mars Clothing offers a "buy one, get one free" offer on select clothing items and a 20 percent discount on all perfumes. These type of offers are known as a(n)

Options:

- A) premiums

B) samplings

C) coupons

D) deals

E) sweepstakes

Answer:

D

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