**Introduction to Marketing**

**Home Work 2**

**Chapters 4, 5 and 6**

***Following are:***

* Following are open questions from each of chapters 4, 5 and 6. Points per question are noted.

***Chapter 4: Understanding Buyer Behaviour (Six points each)***

1. How can marketers influence a person's motivation to take action? How can they facilitate learning?
2. Define an attitude. Discuss the components of an attitude. What are the implications for marketing?
3. Distinguish between high-involvement and low-involvement decision making.
4. Present a description of the consumer decision process. What is the role of marketing in each stage of this process?
5. What are the differences between the consumer decision-making process and organizational decision-making process?

***Chapter 5: External Considerations in Marketing (nine points each)***

1. Several external forces were presented in this chapter. Describe three and provide a brief statement as to the importance of each of these to the marketing planner.
A.)

B.)

C.)
2. Briefly describe the impact that each of the following has on marketing activity:
A.) regulators:

B.) the economy:

C.) technology.
3. External agencies can provide valuable marketing services to marketing organizations. Under what circumstances do you think that a marketing organization might seek the services of an external agency like a/an:
A.) distributor?

B.) marketing research supplier?

C.) advertising agency?

D.) materials supplier?
4. What role do price competition and discount promotions play in the marketing of products?

***Chapter 6: Marketing in Global Markets (Questions 1 to 3, seven points each; Question 4 thirteen points).***

1. What are the reasons a firm might engage in exporting?
2. How does the cultural environment affect international marketing activities?
3. How does the technological environment affect international marketing activities?
4. Briefly explain/define the following:
A.) straight extension strategy:

B.) communication adaptation strategy:

C.) product adaptation strategy:

D.) dual adaptation strategy:

E.) product invention strategy: