

TEST BANK

CONSUMER BEHAVIOR

TENTH EDITION



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in collaboration with Joseph Wisenblit

INTRODUCTION

Welcome to the *Test Item File for Consumer Behavior, 10th edition*. The textbook was authored by Leon G. Schiffman and Leslie Lazar Kanuk, in collaboration with Joseph Wisenblit. Each chapter in the *Test Item File* contains four types of questions: Multiple-Choice, Multiple-Choice Mini Case, True/False, and Essay Questions. Each question is formatted with the question number, possible answers, the correct answer, a learning classifier, a difficulty scale, and a page reference from the text. The questions in the *Test Item File* follow the order in which material is presented in any given chapter.

New to this edition, each question has been labeled with a reference to a corresponding learning objective presented in the text. Where appropriate, questions have also been labeled with an appropriate AACSB topic designation. AACSB topics are as follows:

- **Communication:** used for questions that require the examinee to understand human-to-human interaction.
- **Reflective Thinking:** used for questions that require application of the concepts from the chapter and making critical judgments.
- **Ethical Reasoning:** used for questions that concern ethical, moral, or normative judgments.
- **Use of IT:** used for questions that require the examinee to identify the capabilities, trends, or strategic consequences of information technology.
- **Analytic Skills:** used for questions that require the examinee to apply a fact pattern to draw an unstated conclusion.
- **Multicultural and Diversity:** used for questions that require the examinee to identify cultural differences or make appropriate judgments based on the challenges and opportunities presented by diversity.

Each question includes a learning classifier: Concept or Application. Questions designated as “Concept” ask the student to draw on a number of facts learned from the chapter and demonstrate comprehension of those facts within the context of the study of consumer behavior. Questions designated “Application” require the student to apply the knowledge presented by the text to both actual and simulated real-life situations.

Each question also includes a difficulty scale between 1 and 3, with 1 indicating an easy question, 2 indicating a moderate question, and 3 indicating a challenging question. The *Test Item File* provides a mixture of these difficulty levels for each chapter. Questions designated “1” generally do not require detailed knowledge or comprehension, and have rather obvious answers. Questions designated “2” are not as obvious, and require the student to demonstrate a clear comprehension of the material. Questions designated “3” are the most difficult, requiring students to be able to synthesize the material to respond to detailed or creative questions.

When administering these examination questions, students should be instructed to read the questions carefully and to choose the “best answer” from the available options. Multiple-Choice and True/False questions are intended to have one correct answer. In the case of essay questions, a model answer for each question is provided, but students’ answers may vary depending on each instructor’s expectations. The page numbers

associated with each question in the *Test Item File* will help the instructor guide students to the appropriate answers for those questions which students may feel either to have been ambiguously worded or to have offered more than one correct answer.

We sincerely hope that you find this supplemental material useful.

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