

Your Name: _____ Team: _____

CI-CO: Please throw out anything that you have found or brought into the classroom.

Buyer Behavior-MKT355 Chapter 5-6 Date: _____

By taking this test you agree not to disclose its contents to anyone else.

This Chapter Test is *worth up to 3 points* toward your total score for the course.

You may use *your own handwritten personal notes*, but not photocopies or the text, to take this test.

Circle and then answer only one of the following two questions on *this side* of this sheet of paper.

Provide your *own original examples* rather than those that are given in the text.

You will be expected to *explain your answer in class* to show that you have thought about it.

1. Brands also have five Personality Traits. Describe each of the five traits. Now, use three brands, related to your SEG project or a product of interest to you, that you think are different on each trait. .4
2. What does “visceral reaction” mean? Use a table to illustrate five different visceral responses to emotions by consumers. Use your SEG topic or a product of interest to you to illustrate the concept. .4