**LMS Questions for Neuromarketing**

(Five multiple-choice questions per unit with one correct answer and three incorrect answers. Use the second column to indicate the corresponding unit section.)

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| **Unit/****Question Number** | **Section** | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 1/1 | Introduction | Neuromarketing was put on the Gartner Hype Cycle in 2015, predicting neurobusinesses to affect business by … | 2025 | 2020 | 2018 | 2030 |
| 1/2 | 1.1 | René Descartes’ suggestion that there are unique qualities that exist outside of the brain is called… | mind-brain-dualism. | humanism. | mind-primacy. | brain-primacy. |
| 1/3 | 1.1 | Which of the following statements about the somatic-marker hypothesis is NOT true? | Somatic markers are innate. | Somatic markers are secondary feelings associated with outcomes of actions. | Somatic markers guide behavior. | Somatic markers can work covertly. |
| 1/4 | 1.2 | Which of the following statements about the relationship between neuromarketing and consumer neuroscience is true? | Consumer neuroscience focuses on understanding the brain, neuromarketing focuses on applying neuroscience in business. | Neuromarketing is a nomothetic discipline, consumer neuroscience is an idiographic discipline. | Consumer neuroscience uses consumers for neuroscience studies, neuromarketing tries to market neuroscience. | Consumer neuroscience develops the methods for neuromarketing. |
| 1/5 | 1.3 | What ethical regulations are there with regards to applying neuromarketing in business? | There are no generally binding ethical rules that are specific for neuromarketing. | Applying neuromarketing in business needs to be approved by the NMSBA. | IRB approval is necessary for neuromarketing studies. | General data security laws are not applicable to neuromarketing. |
| **Unit/****Question Number** | **Section** | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 2/1 | 2.1 | The frontal lobe is part of … | the cerebrum. | the cerebellum. | the cerebro. | the brainstem. |
| 2/2 | 2.2 | Which of the following structures is not part of a neuron? | synaptic gap | the axon | dendrites | nucleus |
| 2/3 | 2.2 | Which of the following glands is not part of the endocrine system? | sweat glands | hypothalamus | adrenal glands | thyroid |
| 2/4 | 2.3 | In the “grandmother cell” study identifying a Jennifer Aniston neuron, when did the neuron stop firing? | When Jennifer Aniston was shown together with Brad Pitt. | When the name Jennifer Aniston was written instead of a picture being shown. | When she was presented in profile. | When a portrait of Jennifer Aniston was shown. |
| 2/5 | 2.3 | The default mode network increases activity when… | external stimulation gets reduced. | we are born. | we make difficult decisions. | we experience intense emotions. |
| **Unit/****Question Number** | **Section** | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 3/1 | 3.1 | What best describes the relationship between neuromarketing and self-reports? | Combining both methodologies helps to get a more complete picture of consumer behavior. | Self-reports and neuromarketing yield completely different results. | Neuromarketing made self-reports useless. | Self-reports are for marketing research when you cannot afford neuromarketing. |
| 3/2 | 3.2 | Which of the following methodologies is not a behavioral measurement? |  GSR | priming | IAT | conjoint |
| 3/3 | 3.3 | Which of the following psychological processes relevant for marketing cannot be measured using EEG? | price-pain | attention | memory | emotion |
| 3/4 | 3.3 | Which psychological process relevant for marketing can very reliably be measured using facial EMG? | emotion | attention | memory | decision making |
| 3/5 | 3.4 | Which structure within the human brain is considered to be the most predictive for buying behavior? | nucleus accumbens | insula | amygdala | prefrontal cortex |
| **Unit/****Question Number** | **Section** | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 4/1 | 4.1 | There is a neuroanatomical difference between stimulus-driven and goal-driven attention. What neuroscience findings support this hypothesis? | dorsal attention network for goal-directed, ventral attention network for stimulus-driven attention | dorsal attention network for stimulus-driven, ventral attention network for goal-directed attention | lateral attention network for stimulus-driven, central attention network for goal-directed attention | central attention network for stimulus-driven, lateral attention network for goal-directed attention |
| 4/2 | 4.2 | Which anatomical structure is considered a gatekeeper to memory? | hippocampus | hippothalamus | amygdala | mitochondria |
| 4/3 | 4.3 | Which of the following emotional systems is not considered primary by Panksepp? | DISGUST | PLAY | CARE | SEEKING |
| 4/4 | 4.3 | According to the hierarchical model, emotional systems on which level are innate? | primary | secondary | tertiary | neo-cortical |
| 4/5 | 4.4 | System 1 is sometimes also referred to as… | autopilot. | pilot. | master. | default. |
| **Unit/****Question Number** | **Section** | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 5/1 | 5.1 | What is nudging? | To use subtle changes in the way choices are presented or framed to influence behaviors and decision-making patterns. | Incentivizing people to prefer certain options over others. | Knowing which options are generally being preferred to focus marketing efforts on those. | Subtly manipulating people in their choices to align them with business goals. |
| 5/2 | 5.2 | Framing generally refers to… | the perspective presented on a given fact. | making everything appear more positive. | an optimistic outlook on, e.g., products and brands. | how people perceive a given product or brand. |
| 5/3 | 5.3 | Which of the following possible completions is NOT correct?If a big, crossed out price for a product is shown, … | marketers are using a default option nudge. | marketers are framing the offer as being a temporally good deal. | Marketers are setting an anchor to make the price look more appealing. | marketers are relying on insights from behavioral economics. |
| 5/4 | 5.4 | What is the endowment effect? | The endowment effect refers to the imbalance in valuation of products that we already have versus products that we want to have. | The endowment effect means that WTP is equal to or greater than WTA. | The endowment effect is the experimental evidence for economic theory. | The endowment effect shows that a person’s willingness to pay for a good is equal to their willingness to accept compensation to be deprived of it. |
| 5/5 | 5.3 | IKEA is known to place a low-budget, low-comfort version of their furniture offerings right at the beginning of each section – and a slightly more expensive yet higher quality version of basically the same furniture right next to it. This is known as… | anchoring. | endowment. | nudging. | priming. |
| **Unit/****Question Number** | **Section** | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 6/1 | 6.1 | Which is not a dimension on the Deloitte NeedSphere? | Stimulant | Stability | Dominance | Autonomy |
| 6/2 | 6.1 | Which of the following is the primary scientific basis of the Limbic® map? | The Zurich model of social motivation | The Zurich model of social emotion | The Zurich theory of social motivation | The Zurich theory of social emotion |
| 6/3 | 6.2 | If the Limbic® types were logically derived from the Limbic® map, how many types would there be? | 6 | 7 | 8 | 5 |
| 6/4 | 6.3 | Which of the following marketing concepts can NOT be mapped on the Limbic® map? | Pricepoints | Brands | Consumer Expectations | Products |
| 6/5 | 6.1 | If you are primarily seeking stability, which Limbic® map dimension is most relevant for you? | Balance | Stimulant | Stability | Dominance |
| **Unit/****Question Number** | **Section** | **Question** | **Correct answer** | **Incorrect answer** | **Incorrect answer** | **Incorrect answer** |
| 7/1 | 7.1 | Which technology is used in the Baldo et al. (2015) use case on product and pricing? | EEG | neuroimaging | priming | GSR |
| 7/2 | 7.2 | Which of the following stakeholder groups was NOT involved in the use case on branding (Lischka et al., 2022)? | Shareholders | Employees | Customers | Non-customers |
| 7/3 | 7.3 | Which of the following methodologies was NOT used in Wessling et al. (2024) to improve ad-effectiveness? | Neuroimaging | EEG | Deloitte NeedSphere | Eye-tracking |
| 7/4 | 7.3 | Which of the following statements about the Wessling et al. (2024) study is NOT true? | The economic effects of the approach can be traced back exclusively to neuromarketing. | Several neuromarketing technologies were combined. | Machine learning and regression analyses were utilized. | The goal was to personalize the email communication using a targeted approach. |
| 7/5 | 7.2 | The design step in Lischka et al.’s (2022) branding use case relied heavily on … | archetypes. | personas. | design-thinking. | brainstorming. |