

# Emotional Intelligence in Marketing Exchanges (EIME)

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For further information, please see: [www.eime-research.com](http://www.eime-research.com).

**Section A--In this section, we are interested in emotions expressed in facial expressions and pictures. Please circle the answer that corresponds to the emotion(s) expressed in each face or picture.**



**1. Indicate how much "sadness" is expressed in the picture to the left:**

1. Not at all present
2. Slightly present
3. Moderately present
4. Quite present
5. Extremely present



**2. Indicate how much "surprise" is expressed in the picture to the left:**

1. Not at all present
2. Slightly present
3. Moderately present
4. Quite present
5. Extremely present



**3. Indicate how much "fear" is expressed in the picture to the left:**

1. Not at all present
2. Slightly present
3. Moderately present
4. Quite present
5. Extremely present

**Section B -- In this section, we would like you to indicate how useful each emotion might be in response to the scenario that is presented.**

**How useful might it be to... (check column that applies for each question)**

	Not at all Useful	Slightly Useful	Moderately Useful	Quite Useful	Extremely Useful
4. feel "hostility" when interacting with an angry supervisor?					
5. feel "anxiety" when determining the needs of a customer?					
6. feel "guilt" when attempting to persuade someone to make an expensive purchase?					
7. feel "frustration" when negotiating compensation issues with your supervisor?					

**Section C -- In this section, we would like you to circle the emotional response that is the most likely to be felt in the situations described below.**

**8. Matthew works best when his supervisor lets him do things the way he believes is best. When his supervisor began to micro-manage his activities, Matthew felt\_\_\_\_\_.**

1. pleased
2. disappointed
3. relaxed
4. frustrated
5. guilty

**9. A man went into an electronics store feeling rested. Later, he felt anxious. What happened in between?**

1. He was approached by an aggressive salesperson.
2. He saw an old friend that he hadn't seen in several years.
3. He was helped by a cashier whom he thought he recognized.
4. He found an alternative product that he liked almost as well.
5. He couldn't find the brand of cell phone he wanted.

**10. A customer was interested and ready to make a purchase. Later, he felt embarrassed. What happened in between?**

1. The customer received a brief phone call.
2. The customer realized he could not afford to make the purchase.
3. The customer realized that he should compare prices before making the purchase.
4. The customer said that he/she was not interested in making the purchase.
5. The customer continued to search for more information about the product.

**11. Happiness is a combination of which group of three emotions listed below:**

1. Envy, Joy, Pride
2. Pleasure, Activeness, Arousal
3. Joy, Pleasure, Satisfaction
4. Satisfaction, Joy, Excitement

**Section D -- In this section, we would like you to indicate how effective each action might be in response to the scenario that is presented.**

Bill never received clear instructions about how to do his job. One day he found out he was reassigned to a supervisor who had a reputation for setting clear goals and objectives. Bill felt relieved and calm for the first time in a long while. How well would the following behaviors help Bill maintain his feelings?

**12. Behavior: He could tell his new supervisor how much he didn't like the previous supervisor.**

1. Not at all effective
2. Slightly effective
3. Moderately effective
4. Quite effective
5. Extremely effective

A customer agreed to make a large purchase from you. Later, however, you found out that the customer never had enough money to make the purchase. How well would the following behavior help you reduce your disappointment?

**13. Behavior: Call back the customer and yell at him for wasting your time.**

1. Not at all effective
2. Slightly effective
3. Moderately effective
4. Quite effective
5. Extremely effective

**14. Behavior: Teach the customer a lesson by not returning any of his phone calls.**

1. Not at all effective
2. Slightly effective
3. Moderately effective
4. Quite effective
5. Extremely effective

A couple has shown some interest in a product that Bill is selling. Bill is presenting the product well, although the couple is starting to look bored and disinterested. How well would the following behavior help Bill keep their interest and close the sale?

**15. Behavior: Bill should accept the fact that the couple probably won't make the purchase.**

1. Not at all effective
2. Slightly effective
3. Moderately effective
4. Quite effective
5. Extremely effective