MGT301 GRAND QUIZ AND QUIZZES FILE (Most Important)

Which one of the following is the major benefit of using event sponsorship?
Select correct option:

Enhances personal selling efforts

Provides an excellent back-drop for advertisements

Provide large amounts of free media coverage
Neutralizes the effects of unfavorable public relations

Which of the following sales management tool shows that which customers and prospects to see during the next 12 months and in which months as well as which activities to carry out?
Select correct option:

Time-and-duty analysis

Sales force automation systems

Annual call plan
Sales quota plan

An effective form of direct marketing today is using the 30-minute television advertising programs for a single product to get instant feedback from customers refers to which of the following concepts? Select correct option:

TV advertising
Infomercials

Home shopping TV

Publicity

Shortage of raw material is specific area of concern of which environmental factor?
Select correct option:

Political Environment
Cultural Environment

Natural Environmental

Technological Environment

For a day care center, disposable diapers, juice boxes, cleaning supplies and electricity are examples of which one of the following costs? Select correct option:

Fixed costs

Variable costs

Derived costs
Total costs

Which of the following is a way in which a firm can respond to the price change by the competitor?
Select correct option:

Reduce price

Reduce the quality

A _____ combines successive stages of production and distribution under single ownership.
Select correct option:

Administered vertical marketing system
Conventional marketing channel
Use of power brokers in a channel framework

Corporate vertical marketing system

When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in which of the following systems?
Select correct option:

Value delivery network

Channel of distribution

Supply chain
Demand chain

Which one of the following steps comes after identifying and defining problem in marketing research?
Select correct option:

Interpretation
Implementation

Developing the research plan

Observation

General pricing approaches and pricing strategies are _____ things. Select correct option:

One and the same things

Different things

Which of the following is NOT an external factor while setting the price of a new product?
Select correct option:

Nature of Market and Demand
Competitor's Strategies and prices

Environmental factors

None of the above

Which one of the following is a technique to stimulate the creation of ideas?
Select correct option:

Barnstorming
Briefing

Brainstorming

Banqueting

The BCG growth-share matrix classifies which of the following four types of SBUs?
Select correct option:

Product; price; promotion; placement
Sales; market share; price; promotion

Stars; cash cows; question marks; dogs

Planning; organizing; leading; controlling

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?
Select correct option:

Marketing strategy

Marketing mix

Market offering
Marketing plan

All of the following are the forces of company's micro environment EXCEPT:
Select correct option:

The company
The Supplier
Competitor

Demographic

Items offered free or at minimal cost as a bonus for purchasing a product refers to which one of the following options?
Select correct option:

Rebates
Premiums

Samples

Coupons

In SWOT analysis, threats and opportunities are part of which of the following environment?
Select correct option:

Internal
Inside

External

Domestic

Which one of the following is NOT a part of marketing channel firms (intermediaries)?
Select correct option:

Physical distribution firm
Marketing service agency
Financial intermediary

Stock exchange

addWhen Kodak sets the general price range of its cameras low and its related film high, it is practicing which one of the following pricing? Select correct option:

Market-penetration pricing

Market-skimming pricing
Product line pricing
Captive-product pricing

The process of dividing a total market into market groups so that persons within each group have relatively similar product needs refers to which of the following concepts?
Select correct option:

Segmenting

Differentiating
Target marketing
Concentrating

Connecting with employees in the company refers to which of the following options?
Select correct option:

Extranet
Internet

Intranet

World wide web

Which of the following communication and promotion tools involve direct connections with customers aimed toward building customerunique value and lasting relationships?
Select correct option:

Personal selling and direct marketing

Public relation and publicity
E-commerce and E-business
Advertising and sales promotion

Which of the following is NOT a form of direct marketing? Select correct option:

Personal selling
Advertising

Telephone marketing

Direct-mail marketing

Elimination can BEST be described as the process of deleting a product from the product mix when it:
Select correct option:

Is perceived as a failure by top management
Increases production costs and decreases profits
No longer responds to promotional efforts

No longer satisfies a sufficient number of customers

A company decides on its promotion budget by using four common methods to set the total budget for advertising. What is NOT one of these methods?
Select correct option:

The affordable method
The percentage-of-sales method

The competitive-parity method

Which of the following characteristics should not be included in mission statement?
Select correct option:

Be realistic

Be broad

Be specific
Be motivating

When management at Honda Motorcycles makes decisions on which type of saddlebags, handle bars, and seats for its bikes, they become engaged in which one of the following pricing?
Select correct option:

Product line pricing

Optional-product pricing

Captive-product pricing
Value-based pricing

People vary in their emphasis on serving themselves versus serving others reflects which of the following views?
Select correct option:

People's views of themselves

People's views of others
People's views of organizations
People's views of societies

Study of human populations in terms of size, density, location, age, sex, race, occupation and other statistics refers to which of the following studies?
Select correct option:

Segmentation

Demography

Psychographic
Geographic

The Students Union is buying office equipment. For a supplier, the Students Union is an example of which one of the following markets? Select correct option:
A producer market
A reseller market

An institutional market

A government market

Which one of the following is NOT a part of marketing control process?
Select correct option:
Set goals for organization
Measure performance

Take risk for profit

Evaluate performance

A manufacturer spends a large amount of money on research and development leading to the introduction of a product that is likely to present the firm with a breakthrough opportunity. The manufacturer prices the product with the goal of achieving a 20 percent return on its investment. Which of the following types of pricing objectives is the company using?
Select correct option:

Target return

Profit maximization
Nonprice competition
Meeting competition

In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped? Select correct option:

Base-point pricing

Freight absorption pricing
Transfer pricing
Zone pricing

Which one of the following option is true for Marketing? Select correct option:

Demand management

Customer relationship
Making a sale
Making a profit

ABC Company developed its successful new line of ketchup by observing and listening to its which of the following groups?
Select correct option:
Employees
Sales force

Customers

Suppliers

Research of buying decisions by large companies to find out what they buy, where they buy, how much they buy refers to which one of the following buying decision? Select correct option:
Market buying decision

Consumer buying decision

Consumer buying decision
Group buying decision

Large tools and machines used in a production process for a considerable length of time are classified as which one of the following?
Select correct option: Office
equipment
Accessory equipment

Raw material

Consumable supply

When the aim of the promotion, while introducing a new consumer product, is to achieve high awareness levels, the firm will most likely make heavy use of which one of the following promotional mix?
Select correct option: Advertising
Sales promotion
Personal selling
Publicity

Orders can be submitted by which of the following ways: Select correct option: By mail or telephone
Through salespeople
Via computer

All of the given options

Which one of the following options represents the collection of businesses and products that make up a company? Select correct option:
Strategic business unit
Mission statement
Strategic plan

Business portfolio

The degree to which a market segment is sufficiently large or profitable refers to which of the following concepts?
Select correct option:

Substantiality

Accessible
Actionable
Measurable

Three key issues associated with initiating price changes are, the circumstances, the tactics and:
Select correct option:

Sales targets
Bad publicity
Stock levels

Competitor reactions

A state of "felt deprivation" in human is called:
Select correct option:

Wa
nt

Demand
Value

Need

Sales promotion includes a wide assortment of tools. Which one of the following is NOT one of these tools?
Select correct option:

Contests
Premiums

Telephone surveys

Coupons

Which one of the following is a part of 4 C's?
Select correct option:

Consumer
Company

Convenience

Competitors

Which method of research can be used to obtain information if people are unwilling or unable to provide?
Select correct option:

Observation

Focus groups
Personal interviews
Questionnaires

Which one of the following category provides the resources needed by the company and competitors to produce goods and services? Select correct option:

Suppliers

Customers
Competitors
Publics

Which one of the following is the first step of marketing research process?
Select correct option:

Define problem

Data analysis
Interpretation
Implementation

Which of the segmenting strategies carries higher-than-average risks in consumer markets?
Select correct option:

Multiple-segment

Concentrated
Differentiated
Undifferentiated

Which of the following is a pricing strategy used while the product is in running phase?
Select correct option:

Market-Skimming Prices

Product Line Pricing

What is the purpose of intranets?
Select correct option:

Buying and selling processes
Business-to-business purchasing

Communication among employees

Maintaining customer relations

Which one of the following can be estimated from historical data or from price/quantity data across sales districts?
Select correct option:

Price elasticity

Features/benefits

Price/quantity
Pricing patterns

Which one of the following takes possession of truckloads of potatoes, arranges for storage, and transports them to auctions to be sold? Select correct option:

Selling agent
Commission broker

Commission merchant

Selling broker

What does the term sales quota refer to?
Select correct option:

Sales objectives

Time to make a sale
Sales methods
Number of customers

Which of the following is "something of value" that might be offered to FINAL CONSUMERS as part of the "price equation"?
Select correct option:

Sufficient margin to allow for profit
Promotion aimed at customers
Price-level guarantees

Repair facilities

Three common techniques sales managers use to boost sales force morale that include the organizational climate, sales quotas and which one of the following is the third technique?
Select correct option:

Positive incentives

Positive thinking
Positive recognition
Positive feedback

Which of the following planning is not the type of planning? Select correct option:

Strategic Planning
Tactical Planning

Production Planning

Operational Planning

Which one of the following is NOT an ethical pricing issue?
Select correct option:

Product dumping

Predatory pricing
Price fixing
Slow Skimming

Large tools and machines used in a production process for a considerable length of time are classified as which one of the following? Select correct option:

Office equipment

Accessory equipment

Raw material
Consumable supply

Which of the following is NOT a part of the macro-environment? Select correct option:

Demographic forces
Natural forces

Competitors' forces

Political forces

The principles of personal selling described as which one of the following orientation?
Select correct option:

Relationship orientation
Service orientation

Customer orientation
Transaction orientation

Which of the following may be ignored while making channel distribution decisions?
Select correct option:

Analyzing Consumer Service Needs
Setting Channel Objectives and Constraints
Identifying Major Alternatives
None of the above

The search for new-product ideas should be ____ rather than haphazard.
Select correct option:

Consistent

Systematic
Continual
Seldom

The consumer can obtain information from any of several sources.
Which is NOT one of these sources?
Select correct option:

Personal
Commercial

Attitude
Public

A sales representative from a software company shows an accounting firm that a new software package can perform bookkeeping tasks that the firm's present package cannot. The accounting firm is most likely in which stage of the organizational buying decision process?
Select correct option:

Problem recognition
Product specification

Product selection
Product purchase

Those factors that determine the size and means of payment exchanged for goods and services are part of which one of the following mix? Select correct option:

Price promotion mix
Price factor mix

Basic price mix

Production price mix

Which one of the following is an alternative to product line stretching that adds more items within the present range of the line?
Select correct option:

Product mix
Interactive marketing
Product line filling

Co-branding

What are the companies doing from the following options as a result of an explosion of more focused media that better match today's targeting strategies?
Select correct option:

More narrowcasting and less broadcasting

Less broadcasting and more narrowcasting
Less narrowcasting and broadcasting
More narrowcasting and broadcasting

After analysis and processing data, it is converted into which of the following forms?
Select correct option:

Fac
ts
Postulates

Information

Results

Following activities are the part of marketing process EXCEPT which of the following?
Select correct option:

Analyzing marketing opportunities
Selecting target markets

Developing the business portfolio

Managing the marketing effort

Political force is one of the forces of marketing macro environment. How marketers view political forces?

Select correct option: Easily
ignored
Easily influenced
Simple to recognize

Beyond their control

Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?
Select correct option:

Belief
Culture

Personality

Self-awareness

Question # 1 of 15 (Start time: 10:34:45 PM) Total Marks: 1 Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?
Select correct option:

Pricing
Distribution
Product development

Promotion

Question # 3 of 15 (Start time: 10:36:34 PM) Total Marks: 1 What does it reflect "The receiver's response to a message"? Select correct option:

Feedback

Media
Noise
Decoding

Question # 4 of 15 (Start time: 10:37:08 PM) Total Marks: 1 Nationally distributed consumer convenience products such as cigarettes are MOST likely distributed through which of the following channels?
Select correct option:

Producer, agents, wholesalers, retailers, consumers
Producer, wholesalers, consumers

Producer, wholesalers, retailers, consumers

Producer, industrial distributor, wholesalers, retailers, consumers

Question # 6 of 15 (Start time: 10:39:05 PM) Total Marks: 1
Marketing stimuli consist of the four Ps. Which is NOT one of these Ps? Select correct option:

Product

Political

Promotion
Place

Question # 7 of 15 (Start time: 10:39:36 PM) Total Marks: 1 Which of the following set refers to the order of action in marketing control process?
Select correct option:

Measure performance – evaluate performance – corrective action – set goals
Corrective action – set goals - measure performance – evaluate performance
Set goals - Measure performance – evaluate performance - corrective action
Set goals - Measure performance – corrective action – evaluate performance

Question # 8 of 15 (Start time: 10:40:19 PM) Total Marks: 1 Polaroid is aiming its Cool Cam camera at teenagers. Which of the following options reflect Teenagers?
Select correct option:

Target audience
Segmentation

Target market
Focus group

Question # 9 of 15 (Start time: 10:41:19 PM) Total Marks: 1 Which one of these is a department of advertising agency?
Select correct option:

Creative
Research
Media

All of above

Question # 10 of 15 (Start time: 10:42:26 PM) Total Marks: 1 Which one of the following factors influences the consumer buying decision process?
Select correct option:

Person-specific

Social
Demographic
Situational

Question # 11 of 15 (Start time: 10:43:04 PM) Total Marks: 1 People change the goods and services they buy over time because of two important factors. Which one of the following sets reflects these factors? Select correct option:

Belief and attitude
Perception and personality

Age and life-cycle stage
Family and tradition

Question # 13 of 15 (Start time: 10:44:55 PM) Total Marks: 1 Measure and evaluate performance is the part of which marketing function
Select correct option:

Marketing Analysis
Marketing Implementation
Marketing Planning

Marketing Control

Question # 14 of 15 (Start time: 10:45:52 PM) Total Marks: 1 Less frequently purchased consumer products and services which are compared by the customer on different product attributes, refers to which one of the following product?
Select correct option:

Unsought products
Specialty products

Shopping products

Industrial products

Question # 15 of 15 (Start time: 10:46:47 PM) Total Marks: 1 Which of the following is NOT an internal factor while setting the price of a new product?
Select correct option:

Marketing Strategy
Objectives
Marketing Mix

None of the above

Question # 7 of 15 (Start time: 10:53:34 PM) Total Marks: 1 Marketing information from which of the following databases can be accessed more quickly and cheaply Select correct option:

External
Internal & External

Internal

Representatives

Question # 8 of 15 (Start time: 10:54:08 PM) Total Marks: 1 During the new product development process, the creation of a large pool of ideas for potential new products is the primary goal of which one of the following steps?
Select correct option:

Idea generation

Idea screening

Concept development
Prototype development

Question # 11 of 15 (Start time: 10:57:18 PM) Total Marks: 1 Survey research, called the backbone of primary research, is the most widely used method for primary data collection and is best suited for gathering which of the following information?
Select correct option:

Personal
Attitude

Descriptive

Exploratory

Question # 12 of 15 (Start time: 10:58:22 PM) Total Marks: 1 A sales representative from a software company shows an accounting firm that a new software package can perform bookkeeping tasks that the firm's present package cannot. The accounting firm is most likely in which stage of the organizational buying decision process? Select correct option:

Problem recognition

Product specification
Product selection
Product purchase

Question # 13 of 15 (Start time: 10:58:50 PM) Total Marks: 1 Low consumer involvement in purchase and little significant brand difference comes in which type of buying behavior.
Select correct option:

Complex buying behavior

Dissonance-reducing buying behavior
Habitual buying behavior
Variety-seeking buying behavior

Question # 14 of 15 (Start time: 11:00:15 PM) Total Marks: 1 In which one of the following stages of the product life cycle sales fall off and profits stop?
Select correct option:

Growth
Introduction

Decline
Maturity

Question # 15 of 15 (Start time: 11:00:50 PM) Total Marks: 1
Which type of wholesaler not only provides transportation and delivers products to retailers, but also provides the service of placing products on retailers' shelves?
Select correct option:

Truck wholesaler
Cash-and-carry wholesaler
Rack jobber
Rack jobber

Question # 2 of 15 (Start time: 11:08:57 PM) Total Marks: 1 Which one of the following is NOT base for marketing segmentation? Select correct option:

Consumer markets
Industrial markets
Business markets

International markets

Question # 3 of 15 (Start time: 11:09:34 PM) Total Marks: 1 Michael Porter developed which of the following model?
Select correct option:

GE Approach/Model
BCG Model

Five Forces Model
Value Chain model

Question # 5 of 15 (Start time: 11:11:25 PM) Total Marks: 1 Mr. Kashan works on the prototype of a new action-orientated computer game module, he is engaging in which phase of the new product development process?
Select correct option:

Idea generation
Commercialization

Test marketing
Product development

Question # 6 of 15 (Start time: 11:12:15 PM) Total Marks: 1
When a company caters to clothing, cosmetics and toiletries markets, it is probably using which type of segmentation?
Select correct option:

Age and life cycle

Gender
Behavior
Geographic

Question # 8 of 15 (Start time: 11:13:20 PM) Total Marks: 1 Which one of the following is the first step in the new product development?
Select correct option:

Idea screening
Concept development

Idea generation
Concept testing

Question # 9 of 15 (Start time: 11:14:02 PM) Total Marks: 1 Which one of the following is NOT a content of marketing plan? Select correct option:

Objectives
Control
Budget

Production

Question # 10 of 15 (Start time: 11:14:50 PM) Total Marks: 1 What is the initial stage in the development of an advertising campaign? Select correct option:

Setting the budget for advertising

Identifying and analyzing the target audience
Defining the advertising objectives
Creating the advertising platform

Question # 11 of 15 (Start time: 11:15:22 PM) Total Marks: 1 Which one of the following is NOT a part of industry structure analysis?

Select correct option:

Buyers
Sellers
Entry/exit barriers

Competitor

Question # 12 of 15 (Start time: 11:16:29 PM) Total Marks: 1 If a company's customers are concentrated in a small geographic area and the company sells technical products, which promotion method will it most likely use?
Select correct option:

Advertising
Publicity

Personal selling

Sales promotion
Question # 13 of 15 (Start time: 11:17:07 PM) Total Marks: 1 In creating research questionnaires, which of the following is good advice for research specialist to follow?
Select correct option:

Use care in the wording and ordering of questions

Questions do not have to be arranged in a logical order
Ask personal questions in the middle of the instrument
Avoid eye contact as it may confuse the respondents

Question # 14 of 15 (Start time: 11:18:02 PM) Total Marks: 1 Which one of the following categories refers to a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges?
Select correct option:

Product line

Line extension
Private brand
Product bandwidth

Question # 15 of 15 (Start time: 11:18:52 PM) Total Marks: 1 Which one of these is not included in product classification? Select correct option:

Durable products

Nondurable products
Actual products

Pure services

Question # 1 of 15 (Start time: 11:24:37 PM) Total Marks: 1 Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?
Select correct option:

Publicity
Sales promotion

Personal selling

Public relations

Question # 2 of 15 (Start time: 11:25:51 PM) Total Marks: 1 Which one of the following is the function of a channel of distribution? Select correct option:

Directs the flow of products from producers to customers

Links producers to other marketing intermediaries

Takes title to products and resells them
Manages transportation and warehousing functions

Question # 3 of 15 (Start time: 11:27:23 PM) Total Marks: 1 When the aim of the promotion, while introducing a new consumer product, is to achieve high awareness levels, the firm will most likely make heavy use of which one of the following promotional mix? Select correct option:

Advertising

Sales promotion
Personal selling
Publicity

Question # 4 of 15 (Start time: 11:28:45 PM) Total Marks: 1 In SWOT analysis, threats and opportunities are part of which of the following environment?
Select correct option:

Internal
Inside
External Domestic
Question # 5 of 15
(Start time:

11:30:10 PM)
Total Marks: 1
Large number of manufacturers and greater number of product variety increases
Select correct option:

Bargaining power of buyers
Bargaining power of suppliers

Rivalry among the competitors

Threat of substitute

Question # 7 of 15 (Start time: 11:33:13 PM) Total Marks: 1 A company can increase its business in four ways. Which is not one of these ways?
Select correct option:

It can add new product lines, thus widening its product mix.
It can lengthen its existing product lines.
It can add more versions of each product and thus deepen its product mix.
The company can discontinue some of its lines.

Question # 9 of 15 (Start time: 11:36:03 PM) Total Marks: 1 The act of setting prices for customers located in different parts of the world is called _____.
Select correct option:

Geographic Pricing

Value based Pricing

uestion # 10 of 15 (Start time: 11:37:06 PM) Total Marks: 1 The various stages of the personal selling process are illustrated below, which one of the following is NOT specific roles of the sales representative?
Select correct option:

Negotiating and closing the sale
Sales presentation
Prospecting

Devising product strategy

Question # 11 of 15 (Start time: 11:38:37 PM) Total Marks: 1 Collecting, analyzing and interpretation of data refer to which of the following concepts? Select correct option:

Marketing research

Marketing intelligence
Marketing information
Marketing knowledge

Question # 12 of 15 (Start time: 11:40:09 PM) Total Marks: 1 Anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need refers to which one of the following concepts?
Select correct option:

Product
Price
Place

Promotion

Question # 13 of 15 (Start time: 11:41:29 PM) Total Marks: 1 The process of dividing a total market into market groups so that persons within each group have relatively similar product needs refers to which of the following concepts?
Select correct option:

Segmenting

Differentiating
Target marketing
Concentrating

Question # 14 of 15 (Start time: 11:42:32 PM) Total Marks: 1 Heavy promotion exists in which of following philosophies? Select correct option:

Outside-in perspective

Inside-out perspective

Societal marketing concept
Production concept

Question # 15 of 15 (Start time: 11:43:59 PM) Total Marks: 1 Which public take developments into account on larger scale?
Select correct option:

Financial publics

Media publics
Government publics

Citizen-action publics

Question # 3 of 15 (Start time: 11:49:55 PM) Total Marks: 1 In relation to a product launch strategy, a company engaged in high levels of promotion at the same time as selling at a high price is following which one of the strategy?
Select correct option:

Slow penetration strategy
Rapid penetration strategy

Rapid skimming strategy

Slow skimming strategy

Question # 4 of 15 (Start time: 11:50:52 PM) Total Marks: 1 Why is the headline of a print advertisement such a critical component of the copy?
Select correct option:

It determines the final layout design.
It is often the only part of the advertisement that is read.
It takes up the most space.
It links the copy to the signature.

Question # 5 of 15 (Start time: 11:51:49 PM) Total Marks: 1 Network television advertising is very expensive. The media planner looks both at the total cost of using a medium and at which of the following cost?
Select correct option:

Cost per exposure

Cost of premium offers
Cost of the magazine it is using
Opportunity cost

Question # 6 of 15 (Start time: 11:52:43 PM) Total Marks: 1 Which one of the following stage introduces a new product into the market?
Select correct option:

Product Concept
Product Development

Test Marketing
Commercialization

uestion # 7 of 15 (Start time: 11:54:09 PM) Total Marks: 1 Which of the following tasks are included in marketing management? Select correct option:

Marketing analysis
Marketing planning
Marketing implementation

All of the above

Question # 8 of 15 (Start time: 11:54:40 PM) Total Marks: 1 Which one of the following options BEST represents the involvement of management and employees in the continuous improvement of the production of goods and services?
Select correct option:

Total Quality Management
Marketing Management
Customer Relationship Management
Knowledge Management

Question # 9 of 15 (Start time: 11:55:43 PM) Total Marks: 1 A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?
Select correct option:

Straight rebuy purchase
Delayed purchase

New-task purchase
Modified rebuy purchase

Question # 10 of 15 (Start time: 11:56:25 PM) Total Marks: 1
Which of the following is a pricing strategy used at the launch of a product?
Select correct option:

Market-Skimming Prices
Product Line Pricing

Question # 11 of 15 (Start time: 11:57:49 PM) Total Marks: 1 In international pricing companies that market their products

internationally must decide what prices to charge in the different countries in which they operate.
Select correct option:

Tr
u
e
False

Question # 12 of 15 (Start time: 11:58:28 PM) Total Marks: 1 Which one of the following groups serves as opinion leaders to the rest of the market?
Select correct option:

Late majority

Early Adopter
Early Majority
Laggards

Question # 13 of 15 (Start time: 11:59:51 PM) Total Marks: 1 Which one of the following is not the component of micro environment? Select correct option:

Suppliers
Competitors

Political
Intermediaries

Question # 14 of 15 (Start time: 12:00:34 AM) Total Marks: 1 All of the following are the logistics functions EXCEPT?
Select correct option:

Order processing
Warehousing
Inventory management

Retailing

Question # 15 of 15 (Start time: 12:01:36 AM) Total Marks: 1 Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What would be this type of study conducted to answer this question?
Select correct option:

Exploratory

Descriptive

Casual

Qualitative

Question # 2 of 15 (Start time: 12:05:02 AM) Total Marks: 1 A _____ is a retail establishment that combines supermarket and discount store shopping in one location.
Select correct option:

Superstore
Department store

Hypermarket

Mega market

Question # 3 of 15 (Start time: 12:06:10 AM) Total Marks: 1 Choose the best description regarding marketing view point. Select correct option:

Matching a product with its market
Promoting and selling products

Facilitating and satisfying exchange relationships

Distributing products at the right price to stores

Question # 5 of 15 (Start time: 12:08:47 AM) Total Marks: 1 Product develpers need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that addresses the question, “What is the buyer really buying?”
Select correct option:

Actual product
Augmented product

Core benefit

Co-branding
Question # 6 of 15 (Start time: 12:09:52 AM) Total Marks: 1 High involvement in purchase and perceive a significant differences among brands comes in which type of buying behavior.
Select correct option:

Dissonance-reducing buying behavior

Complex buying behavior

Variety-seeking buying behavior
Habitual buying behavior

Question # 7 of 15 (Start time: 12:10:53 AM) Total Marks: 1 Marketing management is really a:
Select correct option:

Supply Chain Management

Demand Management

Product Management
Knowledge Management

Question # 9 of 15 (Start time: 12:12:51 AM) Total Marks: 1
A skimming price policy for a product is appropriate when demand for the product is elastic. Select correct option:

Tr
ue

False

Question # 10 of 15 (Start time: 12:13:23 AM) Total Marks: 1 In the Boston Consulting Group approach, which one of the following is a measure of company strength in the market?
Select correct option:

Relative market share

BCG matrix
Business portfolio
Market growth rate

Question # 11 of 15 (Start time: 12:14:13 AM) Total Marks: 1 Which one of the following affects both demographic and psychological factors?
Select correct option:

Quantity discounts

Price elasticity

Quality discounts
Mark-up pricing

Question # 12 of 15 (Start time: 12:15:06 AM) Total Marks: 1 There are __ ways through which the organizations change their prices to meet the change in demand of a product.
Select correct option:

1

2

Question # 13 of 15 (Start time: 12:16:21 AM) Total Marks: 1 Competitor price increases are more likely to be followed when they are due to:
Select correct option:

Falling sales

General rising costs

Increased advertising
Price wars

Question # 14 of 15 (Start time: 12:17:44 AM) Total Marks: 1 Which one of the following concept is the latest in a marketing philosophy?
Select correct option:

Societal marketing concept

Selling concept
Marketing concept
Production concept

Question # 15 of 15 (Start time: 12:18:27 AM) Total Marks: 1 Whether the price raised or lowered, the action will affect on:
Select correct option:

Buyers

Competitors
Competitors
All of above

Which of the following concept best describes the situation when the product's cost is too high and marketer looks for ways to bring it down? Select correct option:

Selling concept
Product concept

Production concept

Marketing concept

Which one of the following involves designing and producing the container or wrapper for a product?
Select correct option:

Packaging

Designing
Branding
Labeling

ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems? Select correct option:

Respondents who refuse to cooperate or give biased answers
Interviewers who make mistakes or take shortcuts

Interpreting and reporting the findings

Primary data that conflict with secondary data

The total market approach to finding a target market will probably be UNSUCCESSFUL when:
Select correct option:

Product differentiation is used
The firm defines the total market as its target market
People within the market have heterogeneous needs

People within the market have homogeneous needs

The process of shaping and refining potential product ideas refers to which one of the following options?
Select correct option:

Prototype development

Concept development
Test marketing
Idea screening

Which one of the following research instrument is used to collect large amount of information at the low cost?
Select correct option:

Mail questionnaires

Telephone interviewing
Personal interviewing
Computer interviewing

"How are you telling consumers in your target group about your product" This question belongs to which marketing concept? Select correct option:

Product
Price
Place

Promotion

Which one of the following wholesaler provides a convenient and effective method of selling small items to customers in remote areas that other wholesalers might find unprofitable to serve?
Select correct option:

Mail-order wholesalers
Specialty-line wholesalers

Cash-and-carry wholesalers

Truck wholesalers

Once a product prototype is developed, it is ready for. Which one of the following steps best describe this statement of the new product development?
Select correct option:

Commercialization
Idea screening
Concept development

Test marketing

Through vehicle the coded message is transmitted from the source to the receiver. Which one of the following vehicle is used for this purpose? Select correct option:

Decoder
Encoder

Relay channel

Media

What does the meaning of the physical arrangement of the illustration, headline, subheadline, body copy and the signature?
Select correct option:

Copy
Art design

Layout

Storyboard

Which of the following is not the type of retailers?
Select correct option:

Self-service retailers
Limited service retailers

Half service retailers

Full service retailers

Which one of the following option is true for Marketing?
Select correct option:

Demand management

Customer relationship

Making a sale
Making a profit

Following are the elements of the marketing mix EXCEPT: Select correct option:

Distribution
Product

Target market
Pricing

One risk of ___ is that sales may come at the expense of other items. Select correct option:

Line extension
Packaging
Social marketing
Internet marketing

Building, keeping and growing profitable value-laden relationships with all customers of a company refers to which one of the following

concept?
Select correct option:

Customer lifetime value
Customer perceived value

Customer relationship management
Societal marketing

Following are the elements of the marketing mix EXCEPT: Select correct option:

Distribution
Product

Target market
Pricing

XYZ Company launched new CDs players and tested it in new restaurant. XYZ Company is considering which of the following strategies?
Select correct option:

Product development

Market development
Diversification
Market penetration

Niche marketing is opposite to which one of the following concepts? Select correct option:

New Marketing exploration
Knowledge management

Mass marketing

Market intelligence

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?
Select correct option:

Group

Sample

Target group
Audience

Marketing intermediary is one of the forces of marketing micro environment. What roles do they play?
Select correct option:

Identify individuals & households
Identify marketing service agencies

Promote, sell & distribute goods to final buyers

Minimize supply costs to attract customers

Which of the following phase of marketing research process is considered MOST expensive and subject to error?
Select correct option:

Exploratory research

Hypothesis
Data collection
Data validation

Which product life cycle stage features an emphasis on informative promotion, development of distribution channels and low sales? Select correct option:

Market establishment

Market introduction

Market growth
Market maturity

Drawing conclusion from research after analysis of collected data called:
Select correct option:

Gathering
Collection

Interpretation

Survey

Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?
Select correct option:

Belief
Culture

Personality

Self-awareness

Which of the following environment consists of the factors that affect consumer purchasing power and spending patterns?
Select correct option:

Demographic environment
Cultural environment

Economic environment

Consumer environment

Which of the following environment includes laws, government agencies, and pressure groups that influence and limit various organizations and individuals in a given society?
Select correct option:

Natural environment

Political environment

Societal environment
Cultural environment

Which of the following is not the type of retailers?
Select correct option:

Self-service retailers
Limited service retailers

For a day care center, disposable diapers, juice boxes, cleaning supplies and electricity are examples of which one of the following costs? Select correct option:

Fixed costs

Variable costs
Derived costs
Total costs

If a retailer needed help with store design and training sales personnel, it would most likely use the services of which of the following wholesalers?
Select correct option:

Full-service wholesaler
Full-price wholesaler
Rack jobber
Cash-and-carry wholesaler

Consumer products and services refers to which of the following products that having unique characteristics or brand identification?
Select correct option:

Shopping products
Unsought products

Specialty products
Industrial products

Yoghurt represents which type of product for most consumers? Select correct option:

Convenience

Shopping
Specialty
Unsought

Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What would be this type of study conducted to answer this question?
Select correct option:

Exploratory
Descriptive

Casual

Qualitative

High involvement in purchase and see little difference among brands comes in which type of buying behavior.
Select correct option:

Complex buying behavior

Habitual buying behavior
Dissonance-reducing buying behavior
Variety-seeking buying behavior

When a company cannot supply all its customers' needs; what would be an effect on price?
Select correct option:

Price will increase

Price will remain same
Price will decrease
Price will decrease up to a curtails limit

Which of the following traits should salespeople have?
Select correct option:

Honesty
Patience
Responsiveness

All of the given options

Which of the following forces shows the marketing macro environment? Select correct option:

Demographic, economic, natural, technological, political, and social
Demographic, natural, economic, political, social, and cultural

Demographic, economic, natural, technological, political, and cultural

Demographic, economic, natural, social, political, and legal

The type of salesperson that usually requires training in physical science or engineering refers to which one of the following salespersons? Select correct option:

Trade salesperson

Missionary salesperson
Technical salesperson
Sales assistants

The Students Union is buying office equipment. For a supplier, the Students Union is an example of which one of the following markets? Select correct option:

A producer market
A reseller market

An institutional market

A government market

Supply's sales force of ABC Company continues to expand, the firm plans to add a fleet of company cars to its sales compensation package. For ABC Company, this would represent which one of the following purchases?
Select correct option:

New-task

Modified rebuy

Straight rebuy
Repetitive

Which one of these is included in levels of marketing segmentations? Select correct option:

Mass Marketing

Segment Marketing

Niche Marketing
All of given above

What type of new product strategy, Pizza Hut is using when it allows Marriott to offer its new specialty pizzas in the hotel chain's room service menu?
Select correct option:

Market development

Product development

Market saturation
Market penetration

Demographic segmentation divides the market into groups based on which of the following variables?
Select correct option:

Size, location, industry, customer
Size, company, industry, technology

Location, size, occupation, race

Customer, technology, company, industry

Marketing manager wants to improve the packaging of new products after reading customer responses to its customer opinion poll. Which one of the following is NOT a function of packaging?
Select correct option:

It contains and protects the product
It contains the brand mark

It determines product quality

It may contain the brand symbol

Which of the following is the last step in marketing research process? Select correct option:

Developing the research plan

Interpreting and reporting the findings

Defining the problem and research objectives
Implementing the research plan

Observers have noted a shift from a “me-society” to a “we-society.” Which of the following statement reflect this statement?
Select correct option:

People’s views of themselves

People’s views of others
People’s views of organizations
People’s views of society

Items offered free or at minimal cost as a bonus for purchasing a product refers to which one of the following options?
Select correct option:

Rebates
Premiums

Samples

Coupons

British Steel provides steel to various manufacturers in Britain. British Steel would most likely segment markets based on which one of the following variables:
Select correct option:

Demographic
Psychographic

Type of organization

Market density

There are three decision involved in designing a sample. Which of the following is NOT a part of sample designing?
Select correct option:

Sampling unit
Sampling size
Sampling procedure

Sampling cost

Which of the following planning is not the type of planning Select correct option:

Strategic Planning
Tactical Planning

Production Planning

Operational Planning

Which one of the following is the function of a channel of distribution? Select correct option:

Directs the flow of products from producers to customers

Links producers to other marketing intermediaries
Takes title to products and resells them
Manages transportation and warehousing functions

Fast-food restaurants offer tasty and convenient food at affordable prices; they contribute to fatness that harms consumer health and causes health problems in the long run. This statement reflects which one of the following concepts?
Select correct option:

Marketing concept

Societal marketing concept

Product concept
Production concept

Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What would be this type of study conducted to answer this question?
Select correct option:

Exploratory
Descriptive

Casual

Qualitative

All of the following are the stages involved in the consumer adoption process EXCEPT:
Select correct option:

Desire
Awareness
Interest

Trial

To reduce inventory management costs, many companies use a system where they carry only small inventories of parts or merchandise, often only enough for a few days of operation refers to which of the following concepts?
Select correct option:

Just-in-time logistics

Limited inventory logistics
Economic order quantity
Supply chain management

Low consumer involvement in purchase but significant perceived brand difference comes in which type of buying behavior.
Select correct option:

Complex buying behavior

Dissonance-reducing buying behavior
Habitual buying behavior
Variety-seeking buying behavior

In SWOT analysis, strength and weaknesses are part of which of the following environment?
Select correct option:

Internal
Outdoor

External

Outside

Which one of the following options represents the collection of data for the purpose of applying appropriate actions at a subsequent time? Select correct option:

Lifestyle
Learning
Perception

Attitude

People often buy the kind of clothing. What does it show?
Select correct option:

Attitude

Status

Learning
Lifestyle

In the BCG approach, stars are high-share, high-growth businesses or products. They need heavy investment to finance rapid growth. When their growth slows down, they turn into which of the following? Select correct option:

D

og

s

Question marks

Cash cows
SBU

Which one of the following stage introduces a new product into the market?
Select correct option:

Product Concept
Product Development
Test Marketing

Commercialization

In which of the following research the aim is to describe things such as the market potential for a product or the demographics and

attitudes of customers who buy the product?
Select correct option:

Exploratory research

Descriptive research

Casual research
Observational research

Mr. A retains complete ownership of all members of its distribution channel. Mr. A channel would be best described as which of the following VMS?
Select correct option:

Corporate
Contractual
Conventional

Administered

If you are attempting to create primary demand toward your product, you will use which type of the following ads?
Select correct option:

Informative

Persuasive
Reminder
Cooperative

A _____ combines successive stages of production and distribution under single ownership.
Select correct option:

Administered vertical marketing system
Conventional marketing channel
Use of power brokers in a channel framework

Corporate vertical marketing system

The fact that organizational customers purchase products to be used directly or indirectly in the production of goods and services to satisfy customers' needs. This situation shows which of the following demands? Select correct option:

Joint

Derived

Inelastic
More fluctuating

Which one of the following affects both demographic and psychological factors?
Select correct option:

Quantity discounts

Price elasticity

Quality discounts
Mark-up pricing

The mental act, condition or habit of placing trust or confidence in another shows which of the following option?
Select correct option:

Motive

Belief

Behavior
Attitude

Which one of the following research instruments is used to collect information quickly? Select correct option:

Mail questionnaires

Telephone interviewing
Personal interviewing
Computer interviewing

Which one of the following steps is NOT a part of marketing process? Select correct option:

Analyzing marketing opportunities
Selecting target market

Designing the business portfolio

Develop marketing mix

Which of the following SBUs are not the types of SBU Select correct option:

Stars
Cash Cows

Cats

Dogs

Question No: 9 (Marks: 1) - Please choose one
Some banks have increased their market share by offering accounts especially for children in another city. This example illustrates which of the following growth strategies?

► Market penetration

► Market development
► Horizontal diversification
► Conglomerate diversification

Question No: 10 (Marks: 1) - Please choose one
Which of the following sets refers to the order or sequence of marketing management functions?

► Control – implementation – market planning
► Market planning – control – implementation
► Implementation – control – market planning

► Marketing planning – implementation - control

Question No: 11 (Marks: 1) - Please choose one
Your colleague is confused about using the marketing research process. In which footstep he is feeling difficulty?

► Defining the problem
► Defining the research objectives
► Defining the problem and research objectives
► Researching a research agency to help

Question No: 12 (Marks: 1) - Please choose one
Gathering secondary information is one of the steps of developing the research plan. What does the meaning of secondary information in marketing research?

► That does not currently exist in an organized form
► That already exists somewhere, having been collected for another purpose
► That the researcher can obtain through surveys and observation ► That already exists somewhere in an organized form

Question No: 13 (Marks: 1) - Please choose one
Which method of research can be used to obtain information if people are unwilling or unable to provide?

► Observations
► Focus groups
► Personal interviews
► Questionnaires

Question No: 14 (Marks: 1) - Please choose one

Which one of the following statements BEST characterizes marketing research?

► Research is a continuous process, providing a constant flow of information

► Research is conducted on a special-project basis
► Research is performed when routine information is required
► Research is the basis for making recurring marketing decisions

Question No: 15 (Marks: 1) - Please choose one
ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

► Respondents who refuse to cooperate or give biased answers
► Interviewers who make mistakes or take shortcuts

► Interpreting and reporting the findings
► Primary data that conflict with secondary data

Question No: 16 (Marks: 1) - Please choose one
Research of buying decisions by large companies to find out what they buy, where they buy, how and how much they buy refers to which one of the following buying decision?

► Market buying decision

► Consumer buying decision
► Social buying decision
► Group buying decision

Question No: 17 (Marks: 1) - Please choose one
Society's relatively permanent and ordered divisions whose members share similar values, interests and behaviors reflect which one of the following option?

► Social classes
► Habitual buyers
► Charismatic leaders
► Opinion leaders

Question No: 18 (Marks: 1) - Please choose one
Which one of the following factor relates to family that influences consumer behavior?
► Cultural

► Social
► Personal
► Business

Question No: 19 (Marks: 1) - Please choose one
The buying process starts from which one of the following stage in which the buyer recognizes a problem or need?

► Need recognition
► Information search
► Evaluation of alternative
► Purchase decision

Question No: 20 (Marks: 1) - Please choose one
You purchase cleaning supplies for your custodial help regularly. It is showing which buying situation?

► Modified rebuy

► Straight rebuy
► Modified straight rebuy
► Consumer buy

Question No: 21 (Marks: 1) - Please choose one
“A purchase in which the customer buys the same goods in the same quantity on the same terms from the same supplier” refers to which one of the following buying situations?

► New-task
► Modified rebuy

► Straight rebuy
► Negotiated

Question No: 22 (Marks: 1) - Please choose one
When a company caters to clothing, cosmetics and toiletries markets, it is probably using which type of segmentation?

► Demographic

► Gender
► Behavior
► Geographic

Question No: 23 (Marks: 1) - Please choose one

Mr. ABC and his staff have decided to use target marketing to reach their sales goals. Which are their three steps (in order) to target marketing?
► Market segmentation, market positioning and target marketing

► Market segmentation, target marketing and market positioning

► Market alignment, market segmentation and market positioning ► Market recognition, market preference and market insistence

Question No: 24 (Marks: 1) - Please choose one
Which of the following are industrial products that aid in the buyer's production or operations, including installations and accessory equipment?

► Materials
► Specialty items

► Capital items

► Supplies

Question No: 25 (Marks: 1) - Please choose one
Developing a product or service involves defining the benefits that it will offer. The benefits such as quality, features and design, style that are communicated and delivered comes under which of the following categories?

► Private brands

► Product attributes

► Consumer products
► Product mixes

Question No: 26 (Marks: 1) - Please choose one
Marketers need to position their brands clearly in target customers' minds. The strongest brands go beyond attributes or benefit positioning. On which of the following basis the products are positioned?

► Desirable benefit
► Good packaging
► Strong beliefs and values

► Customer image

Question No: 27 (Marks: 1) - Please choose one
An organization with several product lines has which one of the following mix that consists of all the product lines and items which a particular seller offers for sale?

► Product mix
► Brand mix
► Consumer mix
► Packaging mix

Question No: 28 (Marks: 1) - Please choose one
With what groups do firms conduct concept testing for new products?
► Suppliers
► Employees

► Target customers
► Focus groups

Question No: 29 (Marks: 1) - Please choose one
After concept testing, a firm would engage in which stage for developing and marketing a new product?

► Marketing strategy development
► Business analysis
► Product development
► Test marketing

Question No: 30 (Marks: 1) - Please choose one
If the company's sales are slow down, and profits level off or decline. At which stage the company has reached?

► Introduction
► Decline
► Growth

► Maturity

Question No: 31 (Marks: 1) - Please choose one
Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?

► Pricing

► Promotion
► Distribution
► Product

Question No: 32 (Marks: 1) - Please choose one
Three main strategies for intensive growth are market penetration, product development and _____.

► Product improvement
► Market saturation
► Market growth

► Market development

Question No: 33 (Marks: 1) - Please choose one
Buying goods and services for further processing or for use in the production process refers to which of the following markets?

► Consumer markets
► Government
markets ► **Business markets**
► International markets

Question No: 34 (Marks: 1) - Please choose one
Which one of the following factor does not affect the economic environment of organizations?

► Donation to hospital
► Exchange rate
► Value added tax
► Disposable income

Question No: 35 (Marks: 1) - Please choose one
Which one of the following are the MOST useful source of speedier and more comprehensive information?

► Suppliers
► Key customers

► Company reports
► Sales force

Question No: 36 (Marks: 1) - Please choose one
Which one of the following steps in the marketing research process deals in "defining the problems and research objectives, implementing the research plan, and interpreting and reporting the findings"?

► Developing the research budget
► Choosing the research agency
► Choosing the research method

► Developing the research plan

Question No: 37 (Marks: 1) - Please choose one
Which one of the following sets represents 4 C's of the marketing mix?

► Customer solution, cost, convenience, communication
► Customer, cost, convenience, comfort
► Convenience, communication, coverage, cost
► Cost, coverage, communication, consultancy

Question No: 38 (Marks: 1) - Please choose one
Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following?

► An image

► A service
► A good
► An idea

Question No: 39 (Marks: 1) - Please choose one
In BCG matrix, which one of the following SBUs finances the company's question marks and stars?

► Dogs

► Stars
► Cash cows
► Question marks

Question No: 40 (Marks: 1) - Please choose one
Environmental groups are one kind of which of the following publics?

► Citizen-action publics
► Media publics
► Government publics

► Local publics

Question No: 1 (Marks: 1) - Please choose one
A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?

► Selling
► Advertising
► Barter

► Marketing

Question No: 3 (Marks: 1) - Please choose one
Which one of the following options represents this statement “What place do you want your product to hold in the consumer’s mind”?

► Product

► Positioning
► Promotion
► Place

Question No: 4 (Marks: 1) - Please choose one
When a church targets different demographic groups to increase attendance, it is an example of which of the following options?

► Not-for-profit marketing
► Mindless marketing
► Ethics in marketing
► Societal marketing

Question No: 5 (Marks: 1) - Please choose one
Stew Leonard, owner/operator of supermarkets, reacts adversely to losing a single customer sale. He feels that this amounts to losing the entire stream of future purchases that a customer is likely to make if he/she remains in the area. Which one is an illustration of the following concepts?

► Market share
► Profitability

► Customer lifetime value
► Market share maintenance

Question No: 6 (Marks: 1) - Please choose one
A network of networks that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services. Which one of the following networks represents it?

► LAN

► Intranet
► Extranet
► Internet

Question No: 7 (Marks: 1) - Please choose one
Which one of the following options is best to explain the purpose of intranets?

► Buying and selling processes
► Business-to-business purchasing

► Communication among employees

► Maintaining customer relations

Question No: 8 (Marks: 1) - Please choose one
Which of the following sets refers to the order or sequence of marketing management functions?

► Control – implementation – market planning
► Market planning – control – implementation
► Implementation – control – market planning

► Marketing planning – implementation - control

Question No: 9 (Marks: 1) - Please choose one
Which of the following sets refers to the order of action in marketing control process?

► Measure performance – evaluate performance – corrective action – set goals ► Corrective action – set goals - measure performance – evaluate performance
► Set goals - Measure performance – evaluate performance - corrective action
► Set goals - Measure performance – corrective action – evaluate performance

Question No: 10 (Marks: 1) - Please choose one
Advertising agencies are an example of which of the following marketing intermediaries?

► Insurance Company
► Financial intermediary

► Marketing services agency

► Physical distribution firm

Question No: 11 (Marks: 1) - Please choose one
Agencies that buy goods and services in order to produce public services or transfer them to those that need them reflect which of the following markets?

► Reseller markets

► Government markets
► International markets
► Business markets

Question No: 12 (Marks: 1) - Please choose one
In creating research questionnaires, which of the following is good advice for research specialist to follow?

► Use care in the wording and ordering of questions
► Questions do not have to be arranged in a logical order
► Ask personal questions in the middle of the instrument
► Avoid eye contact as it may confuse the respondents

Question No: 13 (Marks: 1) - Please choose one
Marketing stimuli consist of the four Ps. Which is NOT one of these Ps?

► Product

► Political
► Price
► Promotion

Question No: 14 (Marks: 1) - Please choose one
Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following EXCEPT:

► Physiological needs
► Safety needs

► Need recognition
► Self-actualization

Question No: 15 (Marks: 1) - Please choose one
Learning occurs through the interplay of all of the following EXCEPT:

► Drives
► Stimuli
► Cues

► Behavior

Question No: 16 (Marks: 1) - Please choose one
The mental act, condition or habit of placing trust or confidence in another shows which of the following options?

► Motive

► Belief
► Behavior
► Attitude

Question No: 17 (Marks: 1) - Please choose one
Which one of the following is NOT the stage that customers go through in the process of adopting a new product?

► Awareness
► Interest
► Evaluation

► Culture

Question No: 18 (Marks: 1) - Please choose one
Which of the following is NOT a primary motivation?

► Achievement
► Self-esteem
► Self-expression

► Attitude

Question No: 19 (Marks: 1) - Please choose one
A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?

► Straight rebuy purchase
► Delayed purchase

► New-task purchase
► Modified rebuy purchase

Question No: 20 (Marks: 1) - Please choose one
Most organizational purchase decisions are made by which of the following categories?

► The sales force
► A team of purchasing agents

► A firm's buying centre
► Inventory control personnel

Question No: 21 (Marks: 1) - Please choose one
In its purchase of a small business computer, Mr. Ateeq asked that potential suppliers provide information only on units with 1Mb of memory. As management evaluates the purchase, it finds that 1Mb is inadequate for many

of the software programs they use. In this instance, the firm would need to modify which aspect of the purchase process?

► Searching

► Specification development
► Alternative evaluation
► Performance evaluation

Question No: 22 (Marks: 1) - Please choose one
When Burger King targets different groups from children and teens to adults and seniors with different ads and media, it is practicing which one of the following segmentation?

► Demographic

► Age and life cycle
► Psychographic
► Behavioral

Question No: 23 (Marks: 1) - Please choose one
This type of segmentation centers on the use of the word “when” such as when consumers get the idea to buy, when they actually make their purchase, or when they use the purchased item. What do marketers call this?

► Behavioral

► Occasion
► Impulse
► Emergency

Question No: 24 (Marks: 1) - Please choose one
Which of the segmenting strategies carries higher-than-average risks in consumer markets?

► Concentrated
► Differentiated
► Undifferentiated
► Multiple-segment

Question No: 25 (Marks: 1) - Please choose one
Which of the following are those products purchased for further processing or for use in conducting a business?

► Unsought products
► Specialty products

► Shopping products

► Industrial products

Question No: 26 (Marks: 1) - Please choose one
Which one of the following factor indicates "the name, term, sign, symbol, design or a combination of these that differentiate the product of one seller or group of sellers from the other sellers"?

► Brand

► Package
► Label
► Style

Question No: 27 (Marks: 1) - Please choose one
In which of the following cases two established brand names of different companies are used on the same product?

► Brand extension
► Brand equity

► Co-branding

► Cannibalization

Question No: 28 (Marks: 1) - Please choose one
When a company introduces additional items in a given product category under the same brand name, such as new flavors, forms, colors, ingredients, or package sizes refers to which of the following steps?

► Line extensions

► Product mix
► Service variability
► Service intangibility

Question # 5 of 15 (Start time: 09:09:50 PM) Total Marks: 1
Gathering of primary data by asking questions from concern people about their knowledge, attitudes, preferences and buying behavior refers to which of the following research?
Select correct option:
Causal research
Observational research
Experimental research

Survey research

Question # 6 of 15 (Start time: 09:10:27 PM) Total Marks: 1
Relationship marketing is an integral part of which type of marketing philosophy? Select correct option:

Customer and marketing philosophy

Product philosophy
Production philosophy
Selling philosophy

Question # 7 of 15 (Start time: 09:11:00 PM) Total Marks: 1
Which one of the following concepts reflects the term “Order processing”? Select correct option:

Is the receipt and transmission of sales order information

Is the second stage in a physical distribution system
Is the same as order handling
Is characterized by electronic processing

Question # 8 of 15 (Start time: 09:12:23 PM) Total Marks: 1
All of the following are major steps in developing new products EXCEPT: Select correct option:
Test marketing
Evaluation of competitors

Business analysis

Idea generation

Question # 9 of 15 (Start time: 09:13:31 PM) Total Marks: 1
Which one of the following statement is not include in marketing process Select correct option:
Analyzing marketing opportunities
Selecting target market

Company’s mission statement

Developing marketing mix

Question # 10 of 15 (Start time: 09:14:10 PM) Total Marks: 1
Which of the following advertising is used heavily for creating a primary demand when introducing a new product in the market? Select correct option:
Persuasive advertising

Informative advertising

Comparative advertising
Institutional advertising

Question # 11 of 15 (Start time: 09:14:44 PM) Total Marks: 1

Which of the following is a physical, concrete product that you can touch?
Select correct option:
A
service
A good
An idea
A philosophy

Question # 12 of 15 (Start time: 09:15:03 PM) Total Marks: 1
A change in an individual's behavior prompted by information and experience refers to which one of the following concept?
Select correct option:
Learning

Role selection

Perception
Motivation

Question # 14 of 15 (Start time: 09:17:22 PM) Total Marks: 1
Which method of research can be used to obtain information if people are unwilling or unable to provide?
Select correct option:

Observation

Focus groups
Personal interviews
Questionnaires

Question # 15 of 15 (Start time: 09:17:53 PM) Total Marks: 1
Lawyers, accountants, and other professionals typically price by adding a standard markup for profit that reflects which one of the following concepts? Select correct option: **Cost-plus pricing**
Value-based pricing
Break-even price
Penetration pricing

Question # 1 of 15 (Start time: 09:19:52 PM) Total Marks: 1
Which of the following is NOT an alternative to increase in the price of a commodity?
Select correct option:
Reducing product size
Using less expensive materials
Unbundling the product

None of the above

Question # 2 of 15 (Start time: 09:21:17 PM) Total Marks: 1
Which of the following phase of marketing research process is considered MOST expensive and subject to error? Select correct option:
Exploratory research
Hypothesis

Data collection
Data validation

Question # 3 of 15 (Start time: 09:22:06 PM) Total Marks: 1
Which of the following method is simple to use and helps management think about the relationships among promotion spending, selling price, and profit per unit?
Select correct option:

Percentage-of-sales
Affordable Competitive-
parity
Objective-and-task

Question # 4 of 15 (Start time: 09:22:55 PM) Total Marks: 1
Which of the following characteristics should not be included in mission statement?
Select correct option:
Be realistic

Be broad
Be specific
Be motivating

Question # 5 of 15 (Start time: 09:23:47 PM) Total Marks: 1
Which of the following is a physical, concrete product that you can touch?
Select correct option:
A
service
A good
An idea
A philosophy

Question # 6 of 15 (Start time: 09:24:07 PM) Total Marks: 1
Following are the elements of the marketing mix EXCEPT:
Select correct option:
Distribution
Product

Target market
Pricing

Question # 7 of 15 (Start time: 09:25:22 PM) Total Marks: 1
Which one of the following is a first step of the marketing process?
Select correct option:
Selecting target markets

Analyzing marketing opportunities
Managing the marketing effort
Developing the marketing mix

Question # 8 of 15 (Start time: 09:26:02 PM) Total Marks: 1
Which of the following number refers to the Universal marketing functions? Select correct option: Seven

Eight
Nine
Ten

Question # 9 of 15 (Start time: 09:26:48 PM) Total Marks: 1
Systematic and scientific approach of getting information refers to which of the following approaches?
Select correct option:
Marketing survey
Marketing intelligence

Marketing research
Marketing study

Question # 10 of 15 (Start time: 09:27:28 PM) Total Marks: 1
What is the stage of the buyer decision process in which the consumer uses information to evaluate brands in the choice set?
Select correct option:

The alternative evaluation stage
The situational stage
The experimental stage
The informative stage

Question # 11 of 15 (Start time: 09:28:41 PM) Total Marks: 1
Ratio of new entrants in the industry refers to which one of the following option? Select correct option:

Threat of new entrants
Bargaining power of buyers

Bargaining power of suppliers
Rivalry among competing firms

Question # 12 of 15 (Start time: 09:29:19 PM) Total Marks: 1
Which one of the following is a marketer's major positioning tool that has a direct impact on product or service performance; thus, it is closely linked to customer value and satisfaction?
Select correct option:

Product quality

Product style
Product design
Product features

Question # 13 of 15 (Start time: 09:29:55 PM) Total Marks: 1
Order processing, inventory management, materials handling, warehousing, and transportation fall under which of the following activities? Select correct option:

Wholesaling

Retailing
Physical distribution
Channel management

Question # 14 of 15 (Start time: 09:30:52 PM) Total Marks: 1
For a day care center, disposable diapers, juice boxes, cleaning supplies and electricity are examples of which one of the following costs?
Select correct option:
Fixed costs

Variable costs

Derived costs
Total costs

Question # 15 of 15 (Start time: 09:31:33 PM) Total Marks: 1
Which one of the following affects both demographic and psychological factors? Select correct option: Quantity discounts

Price elasticity

Quality discounts
Mark-up pricing

Question # 15 of 15 (Start time: 09:31:33 PM) Total Marks: 1
Which one of the following affects both demographic and psychological factors? Select correct option:

Quantity discounts

Price elasticity
Quality discounts
Mark-up pricing

Question # 8 of 15 (Start time: 11:02:39 PM) Total Marks: 1
Order processing, inventory management, materials handling, warehousing, and transportation fall under which of the following activities?
Select correct option:
Wholesaling
Retailing
Physical distribution

Channel management

Question # 9 of 15 (Start time: 11:03:58 PM) Total Marks: 1
Companies manage their supply chains through which of the following? Select correct option:

Skilled operators

Information
Internet
Competitors

Question # 10 of 15 (Start time: 11:04:49 PM) Total Marks: 1 What is the initial stage in the development of an advertising campaign?
Select correct option:
Setting the budget for advertising

Identifying and analyzing the target audience

Defining the advertising objectives
Creating the advertising platform

Question # 11 of 15 (Start time: 11:05:58 PM) Total Marks: 1 Demography is the study of human population in term of
Select correct option:
Spending power
Buying power
Density

Natural resources

Question # 13 of 15 (Start time: 11:08:06 PM) Total Marks: 1
Which one of the following scheme is TRUE regarding marketing research?
Select correct option:

Gathering data, analysis, interpretation

Analysis, gathering data, interpretation
Interpretation, gathering data, analysis
Interpretation, reporting, analysis

Question # 14 of 15 (Start time: 11:08:50 PM) Total Marks: 1
Society and culture shape the basic form of human needs refers to which one of the following option? Select correct option:
Needs
Wants

Values

An exchange

Question # 15 of 15 (Start time: 11:10:14 PM) Total Marks: 1
Which one of the following steps comes after identifying and defining problem in marketing research?
Select correct option:
Interpretation
Implementation

Developing the research plan

Observation

Question # 1 of 15 (Start time: 11:15:56 PM)
Mobilink divides buyers into groups based on their knowledge, attitudes, uses or responses to a product. It is obviously using which type of segmentation? Select correct option:
Behavioral
Psychographic
Demographic

Geographic

Question # 2 of 15 (Start time: 11:16:38 PM)
In relation to a product launch strategy, a company engaged in high levels of promotion at the same time as selling at a high price is following which one of the strategy?
Select correct option:
Slow penetration strategy
Rapid penetration strategy

Rapid skimming strategy

Slow skimming strategy

Question # 3 of 15 (Start time: 11:18:10 PM)

Products that are used directly in the production of a final product but are not easily identifiable are categorized as which one of the following?
Select correct option:
Component parts
Consumable supplies
Assembly components

Process materials

Question # 4 of 15 (Start time: 11:19:03 PM)
Marketing environment is made up of which of the following environment?
Select correct option:
Micro and micro environment

Demographic Environment

Economic Environment
Natural Environment

Question # 5 of 15 (Start time: 11:19:51 PM)
Sampling requires the answer to three questions. Which of the following is an inappropriate one?
Select correct option:
Who is to be sampled (what sampling unit)?
How many people should be surveyed (what sample size)?
Why should they be sampled (justification)?
How should the people be chosen (what sampling method)?

Question # 6 of 15 (Start time: 11:20:34 PM)
In which strategy, producer promotes the product to wholesalers, the wholesalers promote to retailers and the retailers promote to consumers.
Select correct option:
Pull Strategy
Positioning Strategy
Push Strategy

Segmentation Strategy

Question # 7 of 15 (Start time: 11:21:24 PM)
If a retailer form Islamabad orders a quantity of merchandise to be delivered to his store in Lahore and is quoted a price that does not include transport costs, the retailer is paying a price called:
Select correct option:
F.O.B. destination

FOB price

Geographic price
Base-point price

Question # 8 of 15 (Start time: 11:22:14 PM)
Collection of raw facts refers to which of the following options?
Select correct option:

Information

Data
Results
Reports

Question # 9 of 15 (Start time: 11:23:26 PM)
The fact that organizational customers purchase products to be used directly or indirectly in the production of goods and services to satisfy customers' needs.
This situation shows which of the following demands?
Select correct option:
Joint
Derived

Inelastic

Question # 10 of 15 (Start time: 11:24:44 PM)
Which one of the following is NOT a part of marketing channel firms (intermediaries)?
Select correct option:
Physical distribution firm

Marketing service agency

Financial intermediary
Stock exchange

Question # 11 of 15 (Start time: 11:25:53 PM)
Which of the following is an intensive growth strategy of increasing sales in present markets with present products? Select correct option:
Market development
Market penetration

Product development

Market saturation

Question # 12 of 15 (Start time: 11:26:27 PM)
Low consumer involvement in purchase and little significant brand difference comes in which type of buying behavior.
Select correct option:
Complex buying behavior
Dissonance-reducing buying behavior
Habitual buying behavior

Variety-seeking buying behavior

A company decides on its promotion budget by using four common methods to set the total budget for advertising. What is NOT one of these methods? Select correct option:
The affordable method
The percentage-of-sales method

The competitive-parity method

Question # 14 of 15 (Start time: 11:28:28 PM)
The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in which of the following behavior?
Select correct option:
Dissonance-Reducing Buying Behavior
Habitual buying behavior

Post purchase behavior

Variety-seeking buying behavior

Question # 15 of 15 (Start time: 11:29:12 PM)
Mr. ABC works for an organization in which his purchases must be accountable to the public. His buying procedures are extremely complex. Based on this description, he works for an organization in which market type?
Select correct option:
Reseller

Producer

Supplier
Government

Question # 5 of 15 (Start time: 11:30:42 PM) Total Marks: 1
A retailer in an organization that purchases products for the purpose of reselling them to:
Select correct option:
Other retail organizations
The government
Ultimate consumers

Wholesalers

Question # 1 of 15 (Start time: 11:30:39 PM) Total Marks: 1
Which of the following advertising is used heavily for creating a primary demand when introducing a new product in the market? Select correct option:

Persuasive advertising

Informative advertising

Comparative advertising
Institutional advertising

Question # 2 of 15 (Start time: 11:31:28 PM) Total Marks: 1
Open-ended questions are especially useful in which of the following research when the researcher is trying to find out what people think but not measuring how many people think in a certain way?
Select correct option:
Causal research

Observational research

Experimental research
Exploratory research

Question # 6 of 15 (Start time: 11:31:54 PM) Total Marks: 1
Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store.
What would be this type of study conducted to answer this question?
Select correct option:

Exploratory

Descriptive
Casual
Qualitative

Question # 3 of 15 (Start time: 11:32:49 PM) Total Marks: 1
Which one of the following scheme is TRUE regarding marketing research?
Select correct option:

Gathering data, analysis, interpretation

Analysis, gathering data, interpretation
Interpretation, gathering data, analysis
Interpretation, reporting, analysis

Question # 7 of 15 (Start time: 11:33:09 PM) Total Marks: 1 A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?
Select correct option:
Marketing strategy

Marketing mix

Market offering

Marketing plan

Question # 4 of 15 (Start time: 11:33:43 PM) Total Marks: 1
Shortage of raw material is specific area of concern of which environmental factor?
Select correct option:
Political Environment
Cultural Environment

Natural Environmental

Technological Environment

Question # 9 of 15 (Start time: 11:34:40 PM) Total Marks: 1 One risk of ___ is that sales may come at the expense of other items.
Select correct option:
Line extension

Packaging

Social marketing
Internet marketing

Question # 5 of 15 (Start time: 11:35:13 PM) Total Marks: 1
ABC Company developed its successful new line of ketchup by observing and listening to its which of the following groups?
Select correct option:
Employees
Sales force
Customers
Suppliers

Question # 10 of 15 (Start time: 11:35:52 PM) Total Marks: 1
Companies set prices by selecting a general pricing approach that includes one or more of three sets of factors. One of these is the buyer-based approach, which means:
Select correct option:

Value-based pricing

Sealed-bid pricing
Cost-plus pricing
Low-price image

Question # 6 of 15 (Start time: 11:36:16 PM) Total Marks: 1
An arrangement in which a supplier grants a dealer the right to sell products in exchange for some type of consideration is:
Select correct option:
Wholesaling

Retailing

Franchising

Warehousing

Question # 11 of 15 (Start time: 11:36:54 PM) Total Marks: 1
Which of the following concept best describes the situation when the product's cost is too high and marketer looks for ways to bring it down?
Select correct option:
Selling concept

Product concept

Production concept
Marketing concept

Question # 7 of 15 (Start time: 11:37:18 PM) Total Marks: 1
Which type of cost-oriented pricing is most closely related to markup pricing?
Select correct option:

Cost-plus pricing

Odd pricing
Price fixing
Value pricing

Question # 12 of 15 (Start time: 11:38:11 PM) Total Marks: 1
All of the following are the logistics functions EXCEPT?
Select correct option:
Order processing

Warehousing

Inventory management
Retailing

Question # 8 of 15 (Start time: 11:38:38 PM) Total Marks: 1
"A firm decides to target several market segments or niches and designs separate offers for each" Which one of the following strategies BEST describes it?
Select correct option:
Undifferentiated marketing strategy
Differentiated marketing strategy
Concentrated marketing strategy

Custom marketing strategy

Question # 9 of 15 (Start time: 11:39:51 PM) Total Marks: 1

Products that are used directly in the production of a final product but are not easily identifiable are categorized as which one of the following?
Select correct option:

Component parts

Consumable supplies
Assembly components
Process materials

Question # 1 of 15 (Start time: 01:52:28 PM) Total Marks: 1
Marketing manager wants to improve the packaging of new products after reading customer responses to its customer opinion poll. Which one of the following is NOT a function of packaging?
Select correct option:
It contains and protects the
product It contains the brand
mark

It determines product quality

It may contain the brand symbol

Question # 2 of 15 (Start time: 01:53:53 PM) Total Marks: 1
Defining the problem and research objectives; developing the research plan; collecting information; analyzing the information; and presenting the findings, these are steps of which of the following steps?
Select correct option:
Marketing survey
Marketing intelligence

Marketing research

Marketing study

Question # 3 of 15 (Start time: 01:54:45 PM) Total Marks: 1
When a company caters to clothing, cosmetics and toiletries markets, it is probably using which type of segmentation?
Select correct option:
Age and life cycle

Gender

Behavior
Geographic

Question # 4 of 15 (Start time: 01:56:11 PM) Total Marks: 1
The mental act, condition or habit of placing trust or confidence in another shows which of the following option?
Select correct option:
Motive

Belief

Behavior
Attitude
Which one of the following options represents the collection of businesses and products that make up a company Select correct option:
Strategic business unit
Mission statement
Strategic plan

Business portfolio

Question # 5 of 15 (Start time: 01:56:41 PM) Total Marks: 1
A company decides on its promotion budget by using four common methods to set the total budget for advertising. What is NOT one of these methods? Select correct option:
The affordable method
The percentage-of-sales method

The integrated method

The competitive-parity method

Question # 6 of 15 (Start time: 01:58:09 PM) Total Marks: 1
Horizontal conflict occurs among firms at the _____ level of the channel Select correct option:

Same

Different

Question # 7 of 15 (Start time: 01:58:35 PM) Total Marks: 1
Pak Suzuki Motor Company needs to assess the company's image relative to a new competitor. The time schedule is flexible, the research budget is very limited and a low response rate will not be a major problem. Which one of the following survey would be used by Pak Suzuki Motor Company? Select correct option:

Mail

Telephone
Personal interview
Population

Question # 8 of 15 (Start time: 02:00:00 PM) Total Marks: 1
"Value pricing" means setting a fair price for a marketing mix that gives the target market superior customer value.
Select correct option:

True

False

Question # 9 of 15 (Start time: 02:01:15 PM) Total Marks: 1
Which one of the following stage of the product life cycle generates most sales revenue for the firm? Select correct option:
Introduction
Growth

Maturity

Decline

Question # 10 of 15 (Start time: 02:02:13 PM) Total Marks: 1
Sales usually start to decline at which one of the following stages of the product life cycle?
Select correct option:
At the beginning of the termination stage
At the end of the growth stage
At the beginning of the decline stage

During the maturity stage

Question # 11 of 15 (Start time: 02:03:06 PM) Total Marks: 1
Consumer products and services refers to which of the following products that having unique characteristics or brand identification? Select correct option:
Shopping products
Unsought products

Specialty products

Industrial products

Question # 12 of 15 (Start time: 02:04:35 PM) Total Marks: 1
Which of the following is a pricing strategy used while the product is in running phase?
Select correct option:
Market-Skimming Prices

Product Line Pricing

Question # 13 of 15 (Start time: 02:06:04 PM) Total Marks: 1
Culture is the most basic cause of a person's wants and behavior. On which basis it is divided into subcultures?
Select correct option:
Personality characteristics of a consumer
The motives that people have for their behavior

Shared value systems based on common life experiences

Geographic regions and income levels

Question # 14 of 15 (Start time: 02:06:51 PM) Total Marks: 1
In which of the following cases a company introduces additional items in a given product category under the same brand name, such as new flavors, forms, colors, ingredients, or package sizes?
Select correct option:

Line extensions

Product mix
Interactive marketing
Service intangibility

Question # 15 of 15 (Start time: 02:07:26 PM) Total Marks: 1
In which of the following research the aim is to describe things such as the market potential for a product or the demographics and attitudes of customers who buy the product? Select correct option: Exploratory research

Descriptive research

Casual research
Observational research

Question # 1 of 15 (Start time: 02:18:44 PM) Total Marks: 1
A manufacturer spends a large amount of money on research and development leading to the introduction of a product that is likely to present the firm with a breakthrough opportunity. The manufacturer prices the product with the goal of achieving a 20 percent return on its investment.
Which of the following types of pricing objectives is the company using?
Select correct option:
Target return
Profit maximization
Nonprice competition
Meeting competition

Question # 2 of 15 (Start time: 02:19:11 PM) Total Marks: 1
Less frequently purchased consumer products and services which are compared by the customer on different product attributes, refers to which one of the following product? Select correct option:
Unsought products
Specialty products

Shopping products

Industrial products

Question # 3 of 15 (Start time: 02:20:01 PM) Total Marks: 1
Maslow has a list of human needs from the most pressing to the least pressing.

They include all of the following EXCEPT:
Select correct option:
Physiological need
Safety need

Need recognition

Self-actualization

Question # 4 of 15 (Start time: 02:20:51 PM) Total Marks: 1
The step or stage of the personal selling process in which the salesperson attempts to make a favorable impression, gather information about the customer's needs and objectives and build rapport with the prospective customer refers to which one of the following options?
Select correct option:
Prospecting
Reproach
Approach

Qualifying

Question # 5 of 15 (Start time: 02:22:22 PM) Total Marks: 1
What is the purpose of intranets?
Select correct option:
Buying and selling processes
Business-to-business purchasing

Communication among employees

Maintaining customer relations

Question # 6 of 15 (Start time: 02:22:57 PM) Total Marks: 1
When the purchasing manager of ABC Company buys material and thread, he considers a variety of factors. Which one of the following is LEAST likely to concern the buyer in the purchase decision?
Select correct option:
Does the quality of the goods meet company specifications?
Does the supplier also sell to my competitors?
Does the supplier consistently deliver on time?
Does the price meet the company budget requirements?

Question # 7 of 15 (Start time: 02:23:42 PM) Total Marks: 1
In SWOT analysis, threats and opportunities are part of which of the following environment?
Select correct option:
Internal
Inside

External
Domestic

Question # 8 of 15 (Start time: 02:24:18 PM) Total Marks: 1
Studies of the origin of man, religion, and thought-provoking ad campaigns are on the rise. This study reflects which of the following views? Select correct option:

People's views of the universe
People's views of nature
People's views of society
People's views of organization

Question # 9 of 15 (Start time: 02:24:50 PM) Total Marks: 1
Which of the following environment involves natural resources that are needed as inputs by marketers or that are affected by marketing activities?
Select correct option: Cultural environment

Natural environment
Political environment
Technological environment

Question # 10 of 15 (Start time: 02:25:23 PM) Total Marks: 1
All departments must _____if the firm wants to be successful.
Select correct option:
Think competitors

Think customers
Think research and development
None of all

Question # 11 of 15 (Start time: 02:26:59 PM) Total Marks: 1
Selecting an overall company strategy for long-run survival and growth refers to which one of the following tasks?
Select correct option:

Strategic market planning
Annual market planning
Short-term planning
Long-term planning

Question # 12 of 15 (Start time: 02:28:26 PM) Total Marks: 1
Product developers need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that addresses the question, "What is the buyer really buying?"
Select correct option:
Actual product

Augmented product

Core benefit

Co-branding

Question # 14 of 15 (Start time: 02:30:17 PM) Total Marks: 1
Which of the following products are bought by final consumers for personal consumption that include convenience products, shopping products, specialty products and unsought products?
Select correct option:

Consumer products

Industrial products
Actual products
Augmented products

Question # 15 of 15 (Start time: 02:30:46 PM) Total Marks: 1
Learning occurs through the interplay of all of the following EXCEPT which one of the following? Select correct option:
Drives
Stimuli
Cues

Behavior

Question No: 2 (Marks: 1) - Please choose one
Which of the following is not the market challenging strategy?

Attack the leader
Acquire smaller firm
Expand market share
Avoid the leader

Question No: 3 (Marks: 1) - Please choose one
_____ can use the bulletin boards, chat rooms and news letters for communication that can facilitate the exchange
Buyers
Virtual business
Manufacturers/sellers
None of the given options

Early adopters will continue buying and later buyers will start following their lead in_____: Growth stage
Decline stage
Maturity stage
Introduction stage

Question No: 5 (Marks: 1) - Please choose one

Two basic ways to set list prices are the cost-oriented and _____oriented approaches. Volume
Expense
Demand
Profit

Question No: 6 (Marks: 1) - Please choose one
Sales decline because of many reasons, including:
Technological advances
Shift in customer tastes
Increased competition
All of the given options

Question No: 7 (Marks: 1) - Please choose one
_____ involves a combination of promotion and a product alternation for the foreign market
Communication adaptation
Dual adaptation
Product innovation
Production adaptation

Question No: 8 (Marks: 1) - Please choose one
Marketing concept holds that achieving organizational goals depends on determining _____:
Needs and wants of target market
Customer or consumer of target market
Producer and seller target market
Price, place, product and promotion(4 P's)

Question No: 9 (Marks: 1) - Please choose one
_____is not the major public relation decision
Setting public relation objectives
Choosing public relation messages and vehicles
Implementing the private relation plan
_
Evaluating the result

Question No: 10 (Marks: 1) - Please choose one
The number of product lines in the product mix is described as_____:
Product mix length
Product assortment
Product mix width
Product mix consistency

Question No: 11 (Marks: 1) - Please choose one
A common practice among marketers is to increase sales to current customers without changing their products. What is this practice called? Market skimming
Market penetration
Market development
Product extension

Question No: 12 (Marks: 1) - Please choose one
The _____ calls for "good deeds" followed by good words.
Marketing communication
Marketing management
Advertising
Sales promotion

Question No: 13 (Marks: 1) - Please choose one
Direct presentation of a product to a customer by a representative of the selling organization is termed as_____
Advertisement
Personal selling
Optimal product
None of the given options

Question No: 14 (Marks: 1) - Please choose one
The rule of E-marketing is_____
Intellectual capital rules
Time compression
All of the given options
Marketing deconstruction

Question No: 15 (Marks: 1) - Please choose one
Following are the strategies of environmental sustainability except:
Pollution prevention
Product stewardship
New environmental technology
None of the given options

Question No: 1 (Marks: 1) - Please choose one
A person who is bringing buyers and sellers together and assists in negotiation is called:

Broker
Selling Agent
Agent
Purchasing Agent

Question No: 2 (Marks: 1) - Please choose one
A person has something which is tangible and can satisfy his need or want is a:

Benefit
Product
Value
Service

Question No: 3 (Marks: 1) - Please choose one

A person X obtains his desired object from a person Y and offers something in return to the person Y, his act is called:

Transaction
Trade
Exchange
Barter

Question No: 4 (Marks: 1) - Please choose one
A person is directly presenting a product to the customer. He is doing:

Relationship Selling
Personal Selling
Non Personal Selling
None of the above

Question No: 5 (Marks: 1) - Please choose one
Company is offering short term incentives to encourage the purchase or sale of a product or service. Company is doing:

Publicity
Sales Promotion
Both 1 & 2
None of the above

Question No: 6 (Marks: 1) - Please choose one
Suppose Nestlé is trying to increase its sales by introducing its existing/current product like Nestlé mineral water in a new market. It is adopting:

Market Penetration Strategy
Market development Strategy
Product Development Strategy
Diversification

Question No: 7 (Marks: 1) - Please choose one
A researcher is taking data from the balance sheet of a company. He is collecting:

Primary Data
Mathematical Data
Descriptive Data
Secondary Data

Question No: 9 (Marks: 1) - Please choose one
A person is purchasing a product and selling this product to customers. The person is called:

Intermediary
Seller
Reseller
Supplier

Question No: 10 (Marks: 1) - Please choose one
The different important decisions which are to be taken while designing the advertising campaign, does not include:

Mission
Money
Message
None of the above

Question No: 11 (Marks: 1) - Please choose one
The discount which is offered by the seller to trade channel members who perform certain functions, such as selling, storing, and record keeping is called:

Functional Discount
Cash Discount
Seasonal Discount
None of the above

Question No: 12 (Marks: 1) - Please choose one
The promotional strategy that calls for spending a lot on promotion to build up consumer demand; if successful, consumer will ask their retailers for the product, the retailer will ask the wholesalers and wholesalers will ask the producers, is called:

Push Strategy
Pull Strategy
Intensive Strategy
None of the above

Question No: 13 (Marks: 1) - Please choose one
The store that carries a wide variety of product lines is called:

Super stores
Department store
Convenience store
Specialty stores

Question No: 14 (Marks: 1) - Please choose one
A quantity discount is basically a price reduction to:

Sellers
Buyers
Whole sellers
2 & 3

Question No: 15 (Marks: 1) - Please choose one
Strategy for setting a product's price often has to be changed when the product is part of a:

Product line
Product mix
Competition
None of the above

Question No: 4 (Marks: 1) - Please choose one
_____ is a complex concept that must be carefully defined
1. Product
2. Price
3. Promotion
4. Placement

Question No: 5 (Marks: 1) - Please choose one
_____ is demand-stimulating activity designed to supplement advertising and facilitate personal selling. 1. Direct marketing
2. Direct selling
3. **Sales promotion**
4. Personal selling

Question No. 6 Marks: 1
The twofold goal of marketing is to attract new customers by promising superior Value and to _____.
1. Keep and grow current customers by delivering satisfaction
2. Keep and grow current customers by delivering competitive pricing
3. Keep and grow current customers by delivering friendly service
4. All of the given options

Question No: 2 (Marks: 1) - Please choose one
A common practice among marketers is to identify and develop new markets for their existing products. This practice is called _____.
1. product development
2. market penetration
3. **market development**
4. market skimming

Question No: 3 (Marks: 1) - Please choose one
Marketing plays a key role in a company's strategic planning. Which of the following does marketing provide? 1. guiding philosophy
2. inputs
3. strategies
4. **All of the given options**

Question No: 5 (Marks: 1) - Please choose one
The marketing information system is not limited to use by the company it serves. It may also provide information to _____. 1. the government
2. external partners
3. Various Publics
4. None of the given options

Question No: 6 (Marks: 1) - Please choose one
Companies can conduct e-marketing in any of four ways. What is not one of these
1. creating a Web site
2. placing ads online
3. **calling their customers to do surveys**
4. setting up or participating in Web communities

Question No: 7 (Marks: 1) - Please choose one
As a marketer of pesticides, you should be concerned about the entire following natural environment trends mentioned in your text except _____.
1. shortages of raw materials
2. increased pollution
3. increased government intervention
4. **government subsidies**

Question No: 8 (Marks: 1) - Please choose one
New technologies create new opportunities and new _____.
1. products
2. services
3. **markets**
4. means of financing purchases

Question No: 9 (Marks: 1) - Please choose one
What is one way that a social class is not
measured?
1. occupation
2. education
3. income
4. **number of children in the family**

Question No: 10 (Marks: 1) - Please choose one
Your colleague is confused about using the marketing research process. He seems to be having problems with _____, which is often the hardest step to take.
1. defining the problem
2. defining the research objectives
3. **defining the problem and research objectives**
4. choosing a research agency to help

1.
2. Which one of the following is the major benefit of using event sponsorship?
3. Select correct option:
4.
5. Enhances personal selling efforts
6. Provides an excellent back-drop for advertisements
7. Provide large amounts of free media coverage

8. Neutralizes the effects of unfavorable public relations
9.
10.
11. Which of the following sales management tool shows that which customers and prospects to see during the next 12 months and in which months as well as which activities to carry out?
12. Select correct option:
13.
14. Time-and-duty analysis

15. Sales force automation systems

16. Annual call plan
17. Sales quota plan
18.
19.
20. An effective form of direct marketing today is using the 30-minute television advertising programs for a single product to get instant feedback from customers refers to which of the following concepts? Select correct option:
21.
22. TV advertising
23. Infomercials

24. Home shopping TV

25. Publicity
26.
27.
28. Shortage of raw material is specific area of concern of which environmental factor?
29. Select correct option:
30.
31. Political Environment
32. Cultural Environment

33. Natural Environmental

34. Technological Environment
35.
36.
37. For a day care center, disposable diapers, juice boxes, cleaning supplies and electricity are examples of which one of the following costs? Select correct option:
38.
39. Fixed costs

40. Variable costs

41. Derived costs
42. Total costs

43.
44.
45. Which of the following is a way in which a firm can respond to the price change by the competitor?
46. Select correct option:
47.

48. Reduce price

49. Reduce the quality
50.
51.
52. A _____ combines successive stages of production and distribution under single ownership.
53. Select correct option:
54.
55. Administered vertical marketing system
56. Conventional marketing channel
57. Use of power brokers in a channel framework

58. Corporate vertical marketing system

59.
60.
61. When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in which of the following systems?
62. Select correct option:
63.
64. Value delivery network

65. Channel of distribution

66. Supply chain
67. Demand chain
68.
69.
70. Which one of the following steps comes after identifying and defining problem in marketing research?
71. Select correct option:
72.
73. Interpretation
74. Implementation

75. Developing the research plan

76. Observation
77.
78.
79. General pricing approaches and pricing strategies are _____ things. Select correct option:

80.

81. One and the same things

82. Different things
83.
84.
85.
86. Which of the following is NOT an external factor while setting the price of a new product?
87. Select correct option:
88.
89. Nature of Market and Demand
90. Competitor's Strategies and prices

91. Environmental factors

92. None of the above
93.
94.
95. Which one of the following is a technique to stimulate the creation of ideas?
96. Select correct option:
97.
98. Barnstorming
99. Briefing

100. Brainstorming

101. Banqueting
102.
103.
104.
105. The BCG growth-share matrix classifies which of the following four types of SBUs?
106. Select correct option:
107.
108. Product; price; promotion; placement
109. Sales; market share; price; promotion

110. Stars; cash cows; question marks; dogs

111. Planning; organizing; leading; controlling
112.
113.
114. A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?
115. Select correct option:
116.
117. Marketing strategy

118. Marketing mix

119. Market offering
120. Marketing plan
121.
122.
123. All of the following are the forces of company's micro environment EXCEPT:
124. Select correct option:
125.
126. The company
127. The Supplier
128. Competitor

129. Demographic

130.
131.
132. Items offered free or at minimal cost as a bonus for purchasing a product refers to which one of the following options?
133. Select correct option:
134.
135. Rebates
136. Premiums

137. Samples

138. Coupons
139.
140.
141. In SWOT analysis, threats and opportunities are part of which of the following environment?
142. Select correct option:
143.
144. Internal
145. Inside

146. External

147. Domestic
148.
149.
150. Which one of the following is NOT a part of marketing channel firms (intermediaries)?
151. Select correct option:
152.
153. Physical distribution firm
154. Marketing service agency
155. Financial intermediary

156. Stock exchange

157.

158.

159. addWhen Kodak sets the general price range of its cameras low and its related film high, it is practicing which one of the following pricing? Select correct option:

160.

161. Market-penetration pricing

162. Market-skimming pricing

163. Product line pricing

164. Captive-product pricing

165.

166.

167.

168. The process of dividing a total market into market groups so that persons within each group have relatively similar product needs refers to which of the following concepts?

169. Select correct option:

170.

171. Segmenting

172. Differentiating

173. Target marketing

174. Concentrating

175.

176.

177.

178. Connecting with employees in the company refers to which of the following options?

179. Select correct option:

180.

181. Extranet

182. Internet

183. Intranet

184. World wide web

185.

186.

187.

188. Which of the following communication and promotion tools involve direct connections with customers aimed toward building customerunique value and lasting relationships?

189. Select correct option:

190.

191. Personal selling and direct marketing

192. Public relation and publicity
193. E-commerce and E-business
194. Advertising and sales promotion
195.
196.
197. Which of the following is NOT a form of direct marketing?
Select correct option:
198.
199. Personal selling
200. Advertising

201. Telephone marketing

202. Direct-mail marketing
203.
204.
205.
206. Elimination can BEST be described as the process of deleting a product from the product mix when it:
207. Select correct option:
208.
209. Is perceived as a failure by top management
210. Increases production costs and decreases profits
211. No longer responds to promotional efforts

212. No longer satisfies a sufficient number of customers

213.
214.
215.
216. A company decides on its promotion budget by using four common methods to set the total budget for advertising. What is NOT one of these methods?
217. Select correct option:
218.
219. The affordable method
220. The percentage-of-sales method

221. The competitive-parity method

222.
223. Which of the following characteristics should not be included in mission statement?
224. Select correct option:
225.
226. Be realistic

227. Be broad

228. Be specific

229. Be motivating
230.
231.
232. When management at Honda Motorcycles makes decisions on which type of saddlebags, handle bars, and seats for its bikes, they become engaged in which one of the following pricing?
233. Select correct option:
234.
235. Product line pricing

236. Optional-product pricing

237. Captive-product pricing
238. Value-based pricing
239.
240.
241. People vary in their emphasis on serving themselves versus serving others reflects which of the following views?
242. Select correct option:
243.

244. People's views of themselves

245. People's views of others
246. People's views of organizations
247. People's views of societies
248.
249.
250. Study of human populations in terms of size, density, location, age, sex, race, occupation and other statistics refers to which of the following studies?
251. Select correct option:
252.
253. Segmentation

254. Demography

255. Psychographic
256. Geographic
257.
258.
259. The Students Union is buying office equipment. For a supplier, the Students Union is an example of which one of the following markets? Select correct option:
260. A producer market
261. A reseller market

262. An institutional market

263. A government market
264.

265.
266. Which one of the following is NOT a part of marketing control process?
267. Select correct option:
268. Set goals for organization
269. Measure performance

270. Take risk for profit

271. Evaluate performance
272.
273.
274. A manufacturer spends a large amount of money on research and development leading to the introduction of a product that is likely to present the firm with a breakthrough opportunity. The manufacturer prices the product with the goal of achieving a 20 percent return on its investment. Which of the following types of pricing objectives is the company using?
275. Select correct option:
276.

277. Target return

278. Profit maximization
279. Nonprice competition
280. Meeting competition
281.
282.
283. In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped? Select correct option:

284. Base-point pricing

285. Freight absorption pricing
286. Transfer pricing
287. Zone pricing
288.
289.
290. Which one of the following option is true for Marketing? Select correct option:

291. Demand management

292. Customer relationship
293. Making a sale
294. Making a profit
295.
296.

297. ABC Company developed its successful new line of ketchup by observing and listening to its which of the following groups?
298. Select correct option:
299. Employees
300. Sales force

301. Customers

302. Suppliers
303.
304.
305.
306. Research of buying decisions by large companies to find out what they buy, where they buy, how much they buy refers to which one of the following buying decision? Select correct option:
307. Market buying decision

308. Consumer buying decision

309. Consumer buying decision
310. Group buying decision
311.
312.
313. Large tools and machines used in a production process for a considerable length of time are classified as which one of the following?
314. Select correct option: Office equipment
315. Accessory equipment

316. Raw material

317. Consumable supply
318.
319.
320.
321. When the aim of the promotion, while introducing a new consumer product, is to achieve high awareness levels, the firm will most likely make heavy use of which one of the following promotional mix?
322. Select correct option:
Advertising
323. Sales promotion
324. Personal selling
325. Publicity
326.
327.
328.
329.

330. Orders can be submitted by which of the following ways: Select correct option: By mail or telephone
331. Through salespeople
332. Via computer

333. All of the given options

334.
335.
336. Which one of the following options represents the collection of businesses and products that make up a company? Select correct option:
337. Strategic business unit
338. Mission statement
339. Strategic plan

340. Business portfolio

341.
342.
343.
344. The degree to which a market segment is sufficiently large or profitable refers to which of the following concepts?
345. Select correct option:

346. Substantiality

347. Accessible
348. Actionable
349. Measurable
350.
351.
352. Three key issues associated with initiating price changes are, the circumstances, the tactics and:
353. Select correct option:
354.
355. Sales targets
356. Bad publicity
357. Stock levels

358. Competitor reactions

359.
360.
361. A state of "felt deprivation" in human is called:
362. Select correct option:
363.

W
a
n

t

364. Demand
365. Value

366. Need

367.
368. Sales promotion includes a wide assortment of tools. Which one of the following is NOT one of these tools?
369. Select correct option:
370.
371. Contests
372. Premiums

373. Telephone surveys

374. Coupons
375.
376.
377. Which one of the following is a part of 4 C's?
378. Select correct option:
379.
380. Consumer
381. Company

382. Convenience

383. Competitors
384.
385.
386. Which method of research can be used to obtain information if people are unwilling or unable to provide?
387. Select correct option:
388.

389. Observation

390. Focus groups
391. Personal interviews
392. Questionnaires
393.
394.
395. Which one of the following category provides the resources needed by the company and competitors to produce goods and services? Select correct option:
396.

397. Suppliers

398. Customers
399. Competitors

400. Publics
401.
402.
403. Which one of the following is the first step of marketing research process?
404. Select correct option:
405.

406. Define problem

407. Data analysis
408. Interpretation
409. Implementation
410.
411. Which of the segmenting strategies carries higher-than-average risks in consumer markets?
412. Select correct option:
413.

414. Multiple-segment

415. Concentrated
416. Differentiated
417. Undifferentiated
418.
419.
420. Which of the following is a pricing strategy used while the product is in running phase?
421. Select correct option:
422.
423. Market-Skimming Prices

424. Product Line Pricing

425.
426.
427. What is the purpose of intranets?
428. Select correct option:
429.
430. Buying and selling processes
431. Business-to-business purchasing

432. Communication among employees

433. Maintaining customer relations
434.
435.
436. Which one of the following can be estimated from historical data or from price/quantity data across sales districts?
437. Select correct option:
438.

439. Price elasticity

440. Features/benefits
441. Price/quantity
442. Pricing patterns
443.
444.
445. Which one of the following takes possession of truckloads of potatoes, arranges for storage, and transports them to auctions to be sold? Select correct option:
446.
447. Selling agent
448. Commission broker

449. Commission merchant

450. Selling broker
451.
452.
453. What does the term sales quota refer to?
454. Select correct option:
455.

456. Sales objectives

457. Time to make a sale
458. Sales methods
459. Number of customers
460.
461.
462. Which of the following is "something of value" that might be offered to FINAL CONSUMERS as part of the "price equation"?
463. Select correct option:
464.
465. Sufficient margin to allow for profit
466. Promotion aimed at customers
467. Price-level guarantees

468. Repair facilities

469.
470.
471. Three common techniques sales managers use to boost sales force morale that include the organizational climate, sales quotas and which one of the following is the third technique?
472. Select correct option:
473.

474. Positive incentives

475. Positive thinking
476. Positive recognition

477. Positive feedback
478.
479.
480. Which of the following planning is not the type of planning?
Select correct option:
481.
482. Strategic Planning
483. Tactical Planning

484. Production Planning

485. Operational Planning
486.
487.
488. Which one of the following is NOT an ethical pricing issue?
489. Select correct option:
490.

491. Product dumping

492. Predatory pricing
493. Price fixing
494. Slow Skimming
495.
496. Large tools and machines used in a production process for a considerable length of time are classified as which one of the following?
Select correct option:
497.
498. Office equipment

499. Accessory equipment

500. Raw material
501. Consumable supply
502.
503.
504. Which of the following is NOT a part of the macro-environment?
Select correct option:
505.
506. Demographic forces
507. Natural forces

508. Competitors' forces

509. Political forces
510.
511.
512. The principles of personal selling described as which one of the following orientation?
513. Select correct option:
514.

515. Relationship orientation
516. Service orientation

517. Customer orientation

518. Transaction orientation
519.
520.
521. Which of the following may be ignored while making channel distribution decisions?
522. Select correct option:
523.

524. Analyzing Consumer Service Needs

525. Setting Channel Objectives and Constraints
526. Identifying Major Alternatives
527. None of the above
528.
529.
530. The search for new-product ideas should be _____ rather than haphazard.
531. Select correct option:
532.
533. Consistent

534. Systematic

535. Continual
536. Seldom
537.
538.
539. The consumer can obtain information from any of several sources.
540. Which is NOT one of these sources?
541. Select correct option:
542.
543. Personal
544. Commercial

545. Attitude

546. Public
547.
548.
549. A sales representative from a software company shows an accounting firm that a new software package can perform bookkeeping tasks that the firm's present package cannot. The accounting firm is most likely in which stage of the organizational buying decision process?
550. Select correct option:
551.
552. Problem recognition

553. Product specification

554. Product selection

555. Product purchase
556.
557.
558. Those factors that determine the size and means of payment exchanged for goods and services are part of which one of the following mix? Select correct option:
559.
560. Price promotion mix
561. Price factor mix

562. Basic price mix

563. Production price mix
564.
565. Which one of the following is an alternative to product line stretching that adds more items within the present range of the line?
566. Select correct option:
567.
568. Product mix
569. Interactive marketing
570. Product line filling

571. Co-branding

572. What are the companies doing from the following options as a result of an explosion of more focused media that better match today's targeting strategies?
573. Select correct option:
574.

575. More narrowcasting and less broadcasting

576. Less broadcasting and more narrowcasting
577. Less narrowcasting and broadcasting
578. More narrowcasting and broadcasting
579.
580.
581. After analysis and processing data, it is converted into which of the following forms?
582. Select correct option:
583.

F
a
c
t
s

584. Postulates

585. Information

586. Results

587.

588.

589. Following activities are the part of marketing process EXCEPT which of the following?

590. Select correct option:

591.

592. Analyzing marketing opportunities

593. Selecting target markets

594. Developing the business portfolio

595. Managing the marketing effort

596.

597.

598. Political force is one of the forces of marketing macro environment. How marketers view political forces?

599.

600. Select correct option: Easily ignored

601. Easily influenced

602. Simple to recognize

603. Beyond their control

604.

605. Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?

606. Select correct option:

607.

608. Belief

609. Culture

610. Personality

611. Self-awareness

612.

613.

614. Question # 1 of 15 (Start time: 10:34:45 PM) Total Marks: 1 Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?

615. Select correct option:

616.

617. Pricing

618. Distribution

619. Product development

620. Promotion

621.

622.

623. Question # 3 of 15 (Start time: 10:36:34 PM) Total Marks: 1 What does it reflect "The receiver's response to a message"? Select correct option:

624.

625. Feedback

626. Media

627. Noise

628. Decoding

629.

630.

631. Question # 4 of 15 (Start time: 10:37:08 PM) Total Marks: 1 Nationally distributed consumer convenience products such as cigarettes are MOST likely distributed through which of the following channels?

632. Select correct option:

633.

634. Producer, agents, wholesalers, retailers, consumers

635. Producer, wholesalers, consumers

636. Producer, wholesalers, retailers, consumers

637. Producer, industrial distributor, wholesalers, retailers, consumers

638.

639.

640. Question # 6 of 15 (Start time: 10:39:05 PM) Total Marks: 1

641. Marketing stimuli consist of the four Ps. Which is NOT one of these Ps? Select correct option:

642.

643. Product

644. Political

645. Promotion

646. Place

647.

648.

649. Question # 7 of 15 (Start time: 10:39:36 PM) Total Marks: 1 Which of the following set refers to the order of action in marketing control process?

650. Select correct option:

651.

652. Measure performance – evaluate performance – corrective action – set goals

653. Corrective action – set goals - measure performance – evaluate performance

Set goals - Measure performance – evaluate performance - corrective

action

654. Set goals - Measure performance – corrective action – evaluate performance
655.
656.
657. Question # 8 of 15 (Start time: 10:40:19 PM) Total Marks: 1
Polaroid is aiming its Cool Cam camera at teenagers. Which of the following options reflect Teenagers?
658. Select correct option:
659.
660. Target audience
661. Segmentation

662. Target market

663. Focus group
664.
665.
666. Question # 9 of 15 (Start time: 10:41:19 PM) Total Marks: 1
Which one of these is a department of advertising agency?
667. Select correct option:
668.
669. Creative
670. Research
671. Media

672. All of above

673.
674.
675. Question # 10 of 15 (Start time: 10:42:26 PM) Total Marks: 1
Which one of the following factors influences the consumer buying decision process?
676. Select correct option:
677.
678. Person-specific

679. Social

680. Demographic
681. Situational
682.
683.
684. Question # 11 of 15 (Start time: 10:43:04 PM) Total Marks: 1
People change the goods and services they buy over time because of two important factors. Which one of the following sets reflects these factors?
Select correct option:
685.
686. Belief and attitude
687. Perception and personality

688. Age and life-cycle stage

689. Family and tradition
690.
691. Question # 13 of 15 (Start time: 10:44:55 PM) Total Marks: 1
Measure and evaluate performance is the part of which marketing function
692. Select correct option:
693.
694. Marketing Analysis
695. Marketing Implementation
696. Marketing Planning

697. Marketing Control

698.
699. Question # 14 of 15 (Start time: 10:45:52 PM) Total Marks: 1
Less frequently purchased consumer products and services which are compared by the customer on different product attributes, refers to which one of the following product?
700. Select correct option:
701.
702. Unsought products
703. Specialty products

704. Shopping products

705. Industrial products
706.
707.
708. Question # 15 of 15 (Start time: 10:46:47 PM) Total Marks: 1
Which of the following is NOT an internal factor while setting the price of a new product?
709. Select correct option:
710.
711. Marketing Strategy
712. Objectives
713. Marketing Mix

714. None of the above

715.
716.
717. Question # 7 of 15 (Start time: 10:53:34 PM) Total Marks: 1
Marketing information from which of the following databases can be
718. accessed more quickly and cheaply Select correct option:
719.
720. External
721. Internal & External

722. Internal
723. Representatives
724.
725. Question # 8 of 15 (Start time: 10:54:08 PM) Total Marks: 1
During the new product development process, the creation of a large pool of ideas for potential new products is the primary goal of which one of the following steps?
726. Select correct option:
727.
728. Idea generation

729. Idea screening
730. Concept development
731. Prototype development
732.
733.
734. Question # 11 of 15 (Start time: 10:57:18 PM) Total Marks: 1
Survey research, called the backbone of primary research, is the most widely used method for primary data collection and is best suited for gathering which of the following information?
735. Select correct option:
736.
737. Personal
738. Attitude

739. Descriptive
740. Exploratory
741.
742.
743.
744.
745. Question # 12 of 15 (Start time: 10:58:22 PM) Total Marks: 1 A sales representative from a software company shows an accounting firm that a new software package can perform bookkeeping tasks that the firm's present package cannot. The accounting firm is most likely in which stage of the organizational buying decision process? Select correct option:
746.

747. Problem recognition
748. Product specification
749. Product selection
750. Product purchase
751.
752.

753. Question # 13 of 15 (Start time: 10:58:50 PM) Total Marks: 1
Low consumer involvement in purchase and little significant brand difference comes in which type of buying behavior.
754. Select correct option:
755.

756. Complex buying behavior

757. Dissonance-reducing buying behavior
758. Habitual buying behavior
759. Variety-seeking buying behavior
760.
761. Question # 14 of 15 (Start time: 11:00:15 PM) Total Marks: 1 In which one of the following stages of the product life cycle sales fall off and profits stop?
762. Select correct option:
763.
764. Growth
765. Introduction

766. Decline

767. Maturity
768.
769. Question # 15 of 15 (Start time: 11:00:50 PM) Total Marks: 1
770. Which type of wholesaler not only provides transportation and delivers products to retailers, but also provides the service of placing products on retailers' shelves?
771. Select correct option:
772.

773. Truck wholesaler

774. Cash-and-carry wholesaler
775. Rack jobber
776. Rack jobber
777.
778.
779. Question # 2 of 15 (Start time: 11:08:57 PM) Total Marks: 1
Which one of the following is NOT base for marketing segmentation?
Select correct option:
780.
781. Consumer markets
782. Industrial markets
783. Business markets

784. International markets

785.
786.

787. Question # 3 of 15 (Start time: 11:09:34 PM) Total Marks: 1
Michael Porter developed which of the following model?
788. Select correct option:
789.
790. GE Approach/Model
791. BCG Model

792. Five Forces Model

793. Value Chain model
794.
795.
796. Question # 5 of 15 (Start time: 11:11:25 PM) Total Marks: 1 Mr. Kashan works on the prototype of a new action-orientated computer game module, he is engaging in which phase of the new product development process?
797. Select correct option:
798.
799. Idea generation
800. Commercialization

801. Test marketing

802. Product development
803.
804. Question # 6 of 15 (Start time: 11:12:15 PM) Total Marks: 1
805. When a company caters to clothing, cosmetics and toiletries markets, it is probably using which type of segmentation?
806. Select correct option:
807.
808. Age and life cycle

809. Gender

810. Behavior
811. Geographic
812.
813. Question # 8 of 15 (Start time: 11:13:20 PM) Total Marks: 1
Which one of the following is the first step in the new product development?
814. Select correct option:
815.
816. Idea screening
817. Concept development

818. Idea generation

819. Concept testing
820.

821. Question # 9 of 15 (Start time: 11:14:02 PM) Total Marks: 1 Which one of the following is NOT a content of marketing plan? Select correct option:
822.
823. Objectives
824. Control
825. Budget

826. Production

827.
828.
829. Question # 10 of 15 (Start time: 11:14:50 PM) Total Marks: 1 What is the initial stage in the development of an advertising campaign? Select correct option:
830.
831. Setting the budget for advertising

832. Identifying and analyzing the target audience

833. Defining the advertising objectives
834. Creating the advertising platform
835.
836.
837. Question # 11 of 15 (Start time: 11:15:22 PM) Total Marks: 1 Which one of the following is NOT a part of industry structure analysis?
838. Select correct option:
839.
840. Buyers
841. Sellers
842. Entry/exit barriers

843. Competitor

844.
845. Question # 12 of 15 (Start time: 11:16:29 PM) Total Marks: 1 If a company's customers are concentrated in a small geographic area and the company sells technical products, which promotion method will it most likely use?
846. Select correct option:
847.
848. Advertising
849. Publicity

850. Personal selling

851. Sales promotion
852. Question # 13 of 15 (Start time: 11:17:07 PM) Total Marks: 1 In creating research questionnaires, which of the following is good advice for research specialist to follow?
853. Select correct option:

854.

855. Use care in the wording and ordering of questions

856. Questions do not have to be arranged in a logical order
857. Ask personal questions in the middle of the instrument
858. Avoid eye contact as it may confuse the respondents
859.
860.
861. Question # 14 of 15 (Start time: 11:18:02 PM) Total Marks: 1
Which one of the following categories refers to a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges?
862. Select correct option:
863.

864. Product line

865. Line extension
866. Private brand
867. Product bandwidth
868.
869. Question # 15 of 15 (Start time: 11:18:52 PM) Total Marks: 1 Which one of these is not included in product classification? Select correct option:
870.
871. Durable products
872. Nondurable products
873. Actual products

874. Pure services

875.
876. Question # 1 of 15 (Start time: 11:24:37 PM) Total Marks: 1
Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?
877. Select correct option:
878.
879. Publicity
880. Sales promotion

881. Personal selling

882. Public relations
883.
884.
885. Question # 2 of 15 (Start time: 11:25:51 PM) Total Marks: 1
Which one of the following is the function of a channel of distribution? Select correct option:

886.
887. Directs the flow of products from producers to customers

888. Links producers to other marketing intermediaries

889. Takes title to products and resells them
890. Manages transportation and warehousing functions
891.
892. Question # 3 of 15 (Start time: 11:27:23 PM) Total Marks: 1
When the aim of the promotion, while introducing a new consumer product, is to achieve high awareness levels, the firm will most likely make heavy use of which one of the following promotional mix?
Select correct option:
893.

894. Advertising

895. Sales promotion
896. Personal selling
897. Publicity
898.
899. Question # 4 of 15 (Start time: 11:28:45 PM) Total Marks: 1
In SWOT analysis, threats and opportunities are part of which of the following environment?
900. Select correct option:
901.
902. Internal
903. Inside
904. Exte
rnal
Domestic
Question #
5 of 15 (
Start time:
11:30:10
PM) Total
Marks: 1
905. Large number of manufacturers and greater number of product variety increases
906. Select correct option:
907.
908. Bargaining power of buyers
909. Bargaining power of suppliers

910. Rivalry among the competitors

911. Threat of substitute
912.
913.
914.

915. Question # 7 of 15 (Start time: 11:33:13 PM) Total Marks: 1 A company can increase its business in four ways. Which is not one of these ways?
916. Select correct option:
917.
918. It can add new product lines, thus widening its product mix.
919. It can lengthen its existing product lines.
920. It can add more versions of each product and thus deepen its product mix.
921. The company can discontinue some of its lines.
922.
923.
924. Question # 9 of 15 (Start time: 11:36:03 PM) Total Marks: 1 The act of setting prices for customers located in different parts of the world is called _____.
925. Select correct option:
926.

927. Geographic Pricing

928. Value based Pricing
929.
930. uestion # 10 of 15 (Start time: 11:37:06 PM) Total Marks: 1 The various stages of the personal selling process are illustrated below, which one of the following is NOT specific roles of the sales representative?
931. Select correct option:
932.
933. Negotiating and closing the sale
934. Sales presentation
935. Prospecting

936. Devising product strategy

937. Question # 11 of 15 (Start time: 11:38:37 PM) Total Marks: 1 Collecting, analyzing and interpretation of data refer to which of the following concepts? Select correct option:
938.

939. Marketing research

940. Marketing intelligence
941. Marketing information
942. Marketing knowledge
943.
944. Question # 12 of 15 (Start time: 11:40:09 PM) Total Marks: 1 Anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need refers to which one of the following concepts?
945. Select correct option:
946.

947. Product
948. Price
949. Place

950. Promotion

951.
952. Question # 13 of 15 (Start time: 11:41:29 PM) Total Marks: 1
The process of dividing a total market into market groups so that persons within each group have relatively similar product needs refers to which of the following concepts?
953. Select correct option:
954.

955. Segmenting

956. Differentiating
957. Target marketing
958. Concentrating
959.
960. Question # 14 of 15 (Start time: 11:42:32 PM) Total Marks: 1 Heavy promotion exists in which of following philosophies? Select correct option:
961.
962. Outside-in perspective

963. Inside-out perspective

964. Societal marketing concept
965. Production concept
966.
967.
968. Question # 15 of 15 (Start time: 11:43:59 PM) Total Marks: 1
Which public take developments into account on larger scale?
969. Select correct option:
970.

971. Financial publics

972. Media publics
973. Government publics
974. Citizen-action publics
975.
976.
977.
978. Question # 3 of 15 (Start time: 11:49:55 PM) Total Marks: 1
In relation to a product launch strategy, a company engaged in high levels of promotion at the same time as selling at a high price is following which one of the strategy?
979. Select correct option:
980.

981. Slow penetration strategy
982. Rapid penetration strategy

983. Rapid skimming strategy

984. Slow skimming strategy
985.
986.
987. Question # 4 of 15 (Start time: 11:50:52 PM) Total Marks: 1
Why is the headline of a print advertisement such a critical component of the copy?
988. Select correct option:
989.
990. It determines the final layout design.
991. It is often the only part of the advertisement that is read.
992. It takes up the most space.
993. It links the copy to the signature.
994.
995.
996. Question # 5 of 15 (Start time: 11:51:49 PM) Total Marks: 1
Network television advertising is very expensive. The media planner looks both at the total cost of using a medium and at which of the following cost?
997. Select correct option:
998.

999. Cost per exposure

1000. Cost of premium offers
1001. Cost of the magazine it is using
1002. Opportunity cost
1003.
1004.
1005. Question # 6 of 15 (Start time: 11:52:43 PM) Total Marks: 1
Which one of the following stage introduces a new product into the market?
1006. Select correct option:
1007.
1008. Product Concept
1009. Product Development

1010. Test Marketing

1011. Commercialization
1012.
1013. uestion # 7 of 15 (Start time: 11:54:09 PM) Total Marks: 1
Which of the following tasks are included in marketing management?
Select correct option:
1014.
1015. Marketing analysis
1016. Marketing planning

1017. Marketing implementation

1018. All of the above

1019.
1020.
1021. Question # 8 of 15 (Start time: 11:54:40 PM) Total Marks: 1
Which one of the following options BEST represents the involvement of management and employees in the continuous improvement of the production of goods and services?
1022. Select correct option:
1023.

1024. Total Quality Management

1025. Marketing Management
1026. Customer Relationship Management
1027. Knowledge Management
1028.
1029. Question # 9 of 15 (Start time: 11:55:43 PM) Total Marks: 1 A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?
1030. Select correct option:
1031.
1032. Straight rebuy purchase
1033. Delayed purchase

1034. New-task purchase

1035. Modified rebuy purchase
1036.
1037. Question # 10 of 15 (Start time: 11:56:25 PM) Total Marks: 1
1038. Which of the following is a pricing strategy used at the launch of a product?
1039. Select correct option:
1040.

1041. Market-Skimming Prices

1042. Product Line Pricing
1043.
1044. Question # 11 of 15 (Start time: 11:57:49 PM) Total Marks: 1 In international pricing companies that market their products internationally must decide what prices to charge in the different countries in which they operate.
1045. Select correct option:

1046.

T

r

u

e

1047. False
1048.
1049. Question # 12 of 15 (Start time: 11:58:28 PM) Total Marks: 1
Which one of the following groups serves as opinion leaders to the rest of the market?
1050. Select correct option:
1051.
1052. Late majority

1053. Early Adopter

1054. Early Majority
1055. Laggards
1056.
1057. Question # 13 of 15 (Start time: 11:59:51 PM) Total Marks: 1
Which one of the following is not the component of micro environment?
Select correct option:
1058.
1059. Suppliers
1060. Competitors

1061. Political

1062. Intermediaries
1063.
1064. Question # 14 of 15 (Start time: 12:00:34 AM) Total Marks: 1 All of the following are the logistics functions EXCEPT?
1065. Select correct option:
1066.
1067. Order processing
1068. Warehousing
1069. Inventory management

1070. Retailing

1071.
1072. Question # 15 of 15 (Start time: 12:01:36 AM) Total Marks: 1
Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What would be this type of study conducted to answer this question?
1073. Select correct option:
1074.

1075. Exploratory
1076. Descriptive

1077. Casual

1078. Qualitative
1079.
1080. Question # 2 of 15 (Start time: 12:05:02 AM) Total Marks: 1
A _____ is a retail establishment that combines supermarket and discount store shopping in one location.
1081. Select correct option:
1082.
1083. Superstore
1084. Department store

1085. Hypermarket

1086. Mega market
1087.
1088. Question # 3 of 15 (Start time: 12:06:10 AM) Total Marks: 1 Choose the best description regarding marketing view point. Select correct option:
1089.
1090. Matching a product with its market
1091. Promoting and selling products

1092. Facilitating and satisfying exchange relationships

1093. Distributing products at the right price to stores
1094.
1095. Question # 5 of 15 (Start time: 12:08:47 AM) Total Marks: 1
Product develpers need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that addresses the question, "What is the buyer really buying?"
1096. Select correct option:
1097.
1098. Actual product
1099. Augmented product

1100. Core benefit

1101. Co-branding
1102. Question # 6 of 15 (Start time: 12:09:52 AM) Total Marks: 1
High involvement in purchase and perceive a significant differences among brands comes in which type of buying behavior.
1103. Select correct option:
1104.
1105. Dissonance-reducing buying behavior

1106. Complex buying behavior

1107. Variety-seeking buying behavior
1108. Habitual buying behavior
1109.
1110.
1111. Question # 7 of 15 (Start time: 12:10:53 AM) Total Marks: 1
Marketing management is really a:
1112. Select correct option:
1113.
1114. Supply Chain Management

1115. Demand Management

1116. Product Management
1117. Knowledge Management
1118.
1119.
1120. Question # 9 of 15 (Start time: 12:12:51 AM) Total Marks: 1
1121. A skimming price policy for a product is appropriate when demand for the product is elastic. Select correct option:
1122.
T
r
u
e

1123. False

1124.
1125.
1126. Question # 10 of 15 (Start time: 12:13:23 AM) Total Marks: 1 In the Boston Consulting Group approach, which one of the following is a measure of company strength in the market?
1127. Select correct option:
1128.

1129. Relative market share

1130. BCG matrix
1131. Business portfolio
1132. Market growth rate
1133.
1134.
1135. Question # 11 of 15 (Start time: 12:14:13 AM) Total Marks: 1
Which one of the following affects both demographic and psychological factors?
1136. Select correct option:
1137.
1138. Quantity discounts

1139. Price elasticity

1140. Quality discounts
1141. Mark-up pricing
1142.
1143.
1144.
1145. Question # 12 of 15 (Start time: 12:15:06 AM) Total Marks: 1
There are __ ways through which the organizations change their prices to meet the change in demand of a product.
1146. Select correct option:
1147.
1

1148. 2

1149.
1150. Question # 13 of 15 (Start time: 12:16:21 AM) Total Marks: 1
Competitor price increases are more likely to be followed when they are due to:
1151. Select correct option:
1152.
1153. Falling sales

1154. General rising costs

1155. Increased advertising
1156. Price wars
1157.
1158.
1159. Question # 14 of 15 (Start time: 12:17:44 AM) Total Marks: 1
Which one of the following concept is the latest in a marketing philosophy?
1160. Select correct option:
1161.

1162. Societal marketing concept

1163. Selling concept
1164. Marketing concept
1165. Production concept
1166.
1167.
1168. Question # 15 of 15 (Start time: 12:18:27 AM) Total Marks: 1
Whether the price raised or lowered, the action will affect on:
1169. Select correct option:

1170. Buyers

1171. Competitors
1172. Competitors

1173. All of above
1174.
1175. Which of the following concept best describes the situation when the product's cost is too high and marketer looks for ways to bring it down? Select correct option:
1176.
1177. Selling concept
1178. Product concept

1179. Production concept

1180. Marketing concept
1181.
1182. Which one of the following involves designing and producing the container or wrapper for a product?
1183. Select correct option:
1184.

1185. Packaging

1186. Designing
1187. Branding
1188. Labeling
1189.
1190.
1191. ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems? Select correct option:
1192.
1193. Respondents who refuse to cooperate or give biased answers
1194. Interviewers who make mistakes or take shortcuts

1195. Interpreting and reporting the findings

1196. Primary data that conflict with secondary data
1197.
1198.
1199. The total market approach to finding a target market will probably be UNSUCCESSFUL when:
1200. Select correct option:
1201.
1202. Product differentiation is used
1203. The firm defines the total market as its target market
1204. People within the market have heterogeneous needs

1205. People within the market have homogeneous needs

1206.
1207. The process of shaping and refining potential product ideas refers to which one of the following options?

1208. Select correct option:
1209.

1210. Prototype development

1211. Concept development
1212. Test marketing
1213. Idea screening
1214.
1215.
1216. Which one of the following research instrument is used to collect large amount of information at the low cost?
1217. Select correct option:
1218.

1219. Mail questionnaires

1220. Telephone interviewing
1221. Personal interviewing
1222. Computer interviewing
1223.
1224.
1225. "How are you telling consumers in your target group about your product" This question belongs to which marketing concept? Select correct option:
1226.
1227. Product
1228. Price
1229. Place

1230. Promotion

1231.
1232.
1233.
1234. Which one of the following wholesaler provides a convenient and effective method of selling small items to customers in remote areas that other wholesalers might find unprofitable to serve?
1235. Select correct option:
1236.
1237. Mail-order wholesalers
1238. Specialty-line wholesalers

1239. Cash-and-carry wholesalers

1240. Truck wholesalers
1241.
1242.
1243. Once a product prototype is developed, it is ready for. Which one of the following steps best describe this statement of the new product development?

1244. Select correct option:
1245.
1246. Commercialization
1247. Idea screening
1248. Concept development

1249. Test marketing

1250.
1251.
1252. Through vehicle the coded message is transmitted from the source to the receiver. Which one of the following vehicle is used for this purpose? Select correct option:
1253.
1254. Decoder
1255. Encoder

1256. Relay channel

1257. Media
1258.
1259. What does the meaning of the physical arrangement of the illustration, headline, subheadline, body copy and the signature?
1260. Select correct option:
1261.
1262. Copy
1263. Art design

1264. Layout

1265. Storyboard
1266.
1267. Which of the following is not the type of retailers?
1268. Select correct option:
1269.
1270. Self-service retailers
1271. Limited service retailers

1272. Half service retailers

1273. Full service retailers
1274.
1275.
1276. Which one of the following option is true for Marketing?
1277. Select correct option:
1278.
1279. Demand management

1280. Customer relationship

1281. Making a sale
1282. Making a profit

1283.
1284.
1285. Following are the elements of the marketing mix EXCEPT:
Select correct option:
1286.
1287. Distribution
1288. Product

1289. Target market

1290. Pricing
1291.
1292.
1293. One risk of ___ is that sales may come at the expense of other items.
Select correct option:
1294.

1295. Line extension

1296. Packaging
1297. Social marketing
1298. Internet marketing
1299.
1300.
1301. Building, keeping and growing profitable value-laden relationships with all customers of a company refers to which one of the following
1302.
1303. concept?
1304. Select correct option:
1305.
1306. Customer lifetime value
1307. Customer perceived value

1308. Customer relationship management

1309. Societal marketing
1310.
1311.
1312. Following are the elements of the marketing mix EXCEPT:
Select correct option:
1313.
1314. Distribution
1315. Product

1316. Target market

1317. Pricing
1318.
1319.

1320. XYZ Company launched new CDs players and tested it in new restaurant. XYZ Company is considering which of the following strategies?
1321. Select correct option:
1322.
1323. Product development

1324. Market development

1325. Diversification
1326. Market penetration
1327.
1328.
1329. Niche marketing is opposite to which one of the following concepts? Select correct option:
1330.
1331. New Marketing exploration
1332. Knowledge management

1333. Mass marketing

1334. Market intelligence
1335.
1336. Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?
1337. Select correct option:
1338.
1339. Group

1340. Sample

1341. Target group
1342. Audience
1343.
1344. Marketing intermediary is one of the forces of marketing micro environment. What roles do they play?
1345. Select correct option:
1346.
1347. Identify individuals & households
1348. Identify marketing service agencies

1349. Promote, sell & distribute goods to final buyers

1350. Minimize supply costs to attract customers
1351.
1352.
1353. Which of the following phase of marketing research process is considered MOST expensive and subject to error?
1354. Select correct option:
1355.

1356. Exploratory research

1357. Hypothesis
1358. Data collection
1359. Data validation
1360.
1361.
1362. Which product life cycle stage features an emphasis on informative promotion, development of distribution channels and low sales? Select correct option:
1363.
1364. Market establishment

1365. Market introduction

1366. Market growth
1367. Market maturity
1368.
1369.
1370. Drawing conclusion from research after analysis of collected data called:
1371. Select correct option:
1372.
1373. Gathering
1374. Collection

1375. Interpretation

1376. Survey
1377.
1378.
1379. Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?
1380. Select correct option:
1381.
1382. Belief
1383. Culture

1384. Personality

1385. Self-awareness
1386.
1387. Which of the following environment consists of the factors that affect consumer purchasing power and spending patterns?
1388. Select correct option:
1389.
1390. Demographic environment
1391. Cultural environment

1392. Economic environment

1393. Consumer environment

1394.

1395. Which of the following environment includes laws, government agencies, and pressure groups that influence and limit various organizations and individuals in a given society?

1396. Select correct option:

1397.

1398. Natural environment

1399. Political environment

1400. Societal environment

1401. Cultural environment

1402.

1403.

1404.

1405. Which of the following is not the type of retailers?

1406. Select correct option:

1407.

1408. Self-service retailers

1409. Limited service retailers

1410.

1411.

1412. For a day care center, disposable diapers, juice boxes, cleaning supplies and electricity are examples of which one of the following costs? Select correct option:

1413.

1414. Fixed costs

1415. Variable costs

1416. Derived costs

1417. Total costs

1418.

1419.

1420.

1421. If a retailer needed help with store design and training sales personnel, it would most likely use the services of which of the following wholesalers?

1422. Select correct option:

1423.

1424. Full-service wholesaler

1425. Full-price wholesaler

1426. Rack jobber

1427. Cash-and-carry wholesaler

1428.

1429.
1430. Consumer products and services refers to which of the following products that having unique characteristics or brand identification?
1431. Select correct option:
1432.
1433. Shopping products
1434. Unsought products

1435. Specialty products

1436. Industrial products
1437.
1438.
1439. Yoghurt represents which type of product for most consumers? Select correct option:
1440.

1441. Convenience

1442. Shopping
1443. Specialty
1444. Unsought
1445.
1446.
1447. Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What would be this type of study conducted to answer this question?
1448. Select correct option:
1449.
1450. Exploratory
1451. Descriptive

1452. Casual

1453. Qualitative
1454.
1455.
1456. High involvement in purchase and see little difference among brands comes in which type of buying behavior.
1457. Select correct option:
1458.

1459. Complex buying behavior

1460. Habitual buying behavior
1461. Dissonance-reducing buying behavior
1462. Variety-seeking buying behavior
1463.
1464.

1465. When a company cannot supply all its customers' needs; what would be an effect on price?
1466. Select correct option:
1467.

1468. Price will increase

1469. Price will remain same
1470. Price will decrease
1471. Price will decrease up to a curtails limit
1472.

1473. Which of the following traits should salespeople have?
1474. Select correct option:
1475.
1476. Honesty
1477. Patience
1478. Responsiveness

1479. All of the given options

1480.

1481. Which of the following forces shows the marketing macro environment? Select correct option:
1482.
1483. Demographic, economic, natural, technological, political, and social
1484. Demographic, natural, economic, political, social, and cultural

1485. Demographic, economic, natural, technological, political, and cultural

1486. Demographic, economic, natural, social, political, and legal
1487.
1488.
1489. The type of salesperson that usually requires training in physical science or engineering refers to which one of the following salespersons? Select correct option:
1490.

1491. Trade salesperson

1492. Missionary salesperson
1493. Technical salesperson
1494. Sales assistants
1495.
1496.
1497. The Students Union is buying office equipment. For a supplier, the Students Union is an example of which one of the following markets? Select correct option:
1498.

1499. A producer market
1500. A reseller market

1501. An institutional market

1502. A government market
1503.
1504.
1505.
1506. Supply's sales force of ABC Company continues to expand, the firm plans to add a fleet of company cars to its sales compensation package. For ABC Company, this would represent which one of the following purchases?
1507. Select correct option:
1508.
1509. New-task

1510. Modified rebuy

1511. Straight rebuy
1512. Repetitive
1513.
1514.
1515. Which one of these is included in levels of marketing segmentations? Select correct option:
1516.
1517. Mass Marketing

1518. Segment Marketing

1519. Niche Marketing
1520. All of given above
1521.
1522.
1523.
1524. What type of new product strategy, Pizza Hut is using when it allows Marriott to offer its new specialty pizzas in the hotel chain's room service menu?
1525. Select correct option:
1526.
1527. Market development

1528. Product development

1529. Market saturation
1530. Market penetration
1531.
1532.
1533. Demographic segmentation divides the market into groups based on which of the following variables?
1534. Select correct option:

1535.
1536. Size, location, industry, customer
1537. Size, company, industry, technology

1538. Location, size, occupation, race

1539. Customer, technology, company, industry
1540.
1541.
1542. Marketing manager wants to improve the packaging of new products after reading customer responses to its customer opinion poll. Which one of the following is NOT a function of packaging?
1543. Select correct option:
1544.
1545. It contains and protects the product
1546. It contains the brand mark

1547. It determines product quality

1548. It may contain the brand symbol
1549.
1550.
1551.
1552. Which of the following is the last step in marketing research process? Select correct option:
1553.
1554. Developing the research plan

1555. Interpreting and reporting the findings

1556. Defining the problem and research objectives
1557. Implementing the research plan
1558.
1559.
1560.
1561. Observers have noted a shift from a “me-society” to a “we-society.” Which of the following statement reflect this statement?
1562. Select correct option:
1563.

1564. People’s views of themselves

1565. People’s views of others
1566. People’s views of organizations
1567. People’s views of society
1568.
1569.
1570.
1571. Items offered free or at minimal cost as a bonus for purchasing a product refers to which one of the following options?
1572. Select correct option:

1573.
1574. Rebates
1575. Premiums

1576. Samples

1577. Coupons
1578.
1579.
1580.
1581. British Steel provides steel to various manufacturers in Britain. British Steel would most likely segment markets based on which one of the following variables:
1582. Select correct option:
1583.
1584. Demographic
1585. Psychographic

1586. Type of organization

1587. Market density
1588.
1589.
1590.
1591. There are three decision involved in designing a sample. Which of the following is NOT a part of sample designing?
1592. Select correct option:
1593.
1594. Sampling unit
1595. Sampling size
1596. Sampling procedure

1597. Sampling cost

1598.
1599.
1600.
1601.
1602. Which of the following planning is not the type of planning
Select correct option:
1603.
1604. Strategic Planning
1605. Tactical Planning

1606. Production Planning

1607. Operational Planning
1608.
1609.
1610.

1611. Which one of the following is the function of a channel of distribution? Select correct option:
1612.

1613. Directs the flow of products from producers to customers

1614. Links producers to other marketing intermediaries
1615. Takes title to products and resells them
1616. Manages transportation and warehousing functions
1617.
1618.
1619.
1620. Fast-food restaurants offer tasty and convenient food at affordable prices; they contribute to fatness that harms consumer health and causes health problems in the long run. This statement reflects which one of the following concepts?
1621. Select correct option:
1622.
1623. Marketing concept

1624. Societal marketing concept

1625. Product concept
1626. Production concept
1627.
1628.
1629. Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What would be this type of study conducted to answer this question?
1630. Select correct option:
1631.
1632. Exploratory
1633. Descriptive

1634. Casual

1635. Qualitative
1636.
1637.
1638. All of the following are the stages involved in the consumer adoption process EXCEPT:
1639. Select correct option:
1640.
1641. Desire
1642. Awareness
1643. Interest

1644. Trial

1645.
1646.
1647.
1648. To reduce inventory management costs, many companies use a system where they carry only small inventories of parts or merchandise, often only enough for a few days of operation refers to which of the following concepts?
1649. Select correct option:
1650.

1651. Just-in-time logistics

1652. Limited inventory logistics
1653. Economic order quantity
1654. Supply chain management
1655.
1656.
1657. Low consumer involvement in purchase but significant perceived brand difference comes in which type of buying behavior.
1658. Select correct option:
1659.

1660. Complex buying behavior

1661. Dissonance-reducing buying behavior
1662. Habitual buying behavior
1663. Variety-seeking buying behavior
1664.
1665.
1666. In SWOT analysis, strength and weaknesses are part of which of the following environment?
1667. Select correct option:
1668.
1669. Internal
1670. Outdoor

1671. External

1672. Outside
1673.
1674.
1675. Which one of the following options represents the collection of data for the purpose of applying appropriate actions at a subsequent time? Select correct option:
1676.
1677. Lifestyle
1678. Learning
1679. Perception

1680. Attitude

1681.
1682.
1683.
1684. People often buy the kind of clothing. What does it show?
1685. Select correct option:
1686.
1687. Attitude

1688. Status

1689. Learning
1690. Lifestyle
1691.
1692.
1693.
1694.
1695. In the BCG approach, stars are high-share, high-growth businesses or products. They need heavy investment to finance rapid growth. When their growth slows down, they turn into which of the following? Select correct option:

1696. Dogs

1697. Question marks
1698. Cash cows
1699. SBU
1700.
1701.
1702.
1703. Which one of the following stage introduces a new product into the market?
1704. Select correct option:
1705.
1706. Product Concept
1707. Product Development
1708. Test Marketing

1709. Commercialization

1710.
1711.
1712.

1713. In which of the following research the aim is to describe things such as the market potential for a product or the demographics and
1714.
1715. attitudes of customers who buy the product?
1716. Select correct option:
1717.
1718. Exploratory research

1719. Descriptive research

1720. Casual research
1721. Observational research
1722.
1723.
1724.
1725. Mr. A retains complete ownership of all members of its distribution channel. Mr. A channel would be best described as which of the following VMS?
1726. Select correct option:
1727.
1728. Corporate
1729. Contractual
1730. Conventional

1731. Administered

1732.
1733.
1734.
1735. If you are attempting to create primary demand toward your product, you will use which type of the following ads?
1736. Select correct option:
1737.

1738. Informative

1739. Persuasive
1740. Reminder
1741. Cooperative
1742.
1743.
1744.
1745. A _____ combines successive stages of production and distribution under single ownership.
1746. Select correct option:
1747.
1748. Administered vertical marketing system
1749. Conventional marketing channel
1750. Use of power brokers in a channel framework

1751. Corporate vertical marketing system

1752.

1753.

1754.

1755. The fact that organizational customers purchase products to be used directly or indirectly in the production of goods and services to satisfy customers' needs. This situation shows which of the following demands? Select correct option:

1756.

1757. Joint

1758. Derived

1759. Inelastic

1760. More fluctuating

1761.

1762.

1763.

1764. Which one of the following affects both demographic and psychological factors?

1765. Select correct option:

1766.

1767. Quantity discounts

1768. Price elasticity

1769. Quality discounts

1770. Mark-up pricing

1771.

1772.

1773.

1774. The mental act, condition or habit of placing trust or confidence in another shows which of the following option?

1775. Select correct option:

1776.

1777. Motive

1778. Belief

1779. Behavior

1780. Attitude

1781.

1782.

1783.

1784. Which one of the following research instruments is used to collect information quickly? Select correct option:

1785.

1786. Mail questionnaires

1787. Telephone interviewing
1788. Personal interviewing
1789. Computer interviewing
1790.
1791.
1792. Which one of the following steps is NOT a part of marketing process? Select correct option:
1793.
1794. Analyzing marketing opportunities
1795. Selecting target market

1796. Designing the business portfolio

1797. Develop marketing mix
1798.
1799.
1800.
1801. Which of the following SBUs are not the types of SBU
Select correct option:
1802.
1803. Stars
1804. Cash Cows

1805. Cats

1806. Dogs
1807.
1808.
1809. Product, price, place and promotion make up the elements of a firm's marketing mix.

A. True (Chapter no 1 Original Book Page no 34)
B. False

1810. Selling is managing profitable customer relationships.

A. True
B. False (Lesson no 44 Page no 220 Old Handouts)

1811. Human needs are shaped by culture and individual personality.

A. True
B. False (Chapter no 1 Original Book Page no 8)

4. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

A. True (Lesson no 44 Page no 220 Old Handouts)

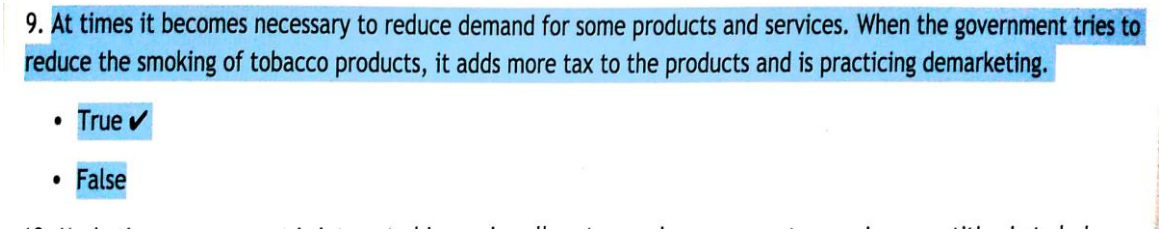
B. False

5. When backed by buying power, needs become demands.

A. True
B. False (Lesson no 2 Page no 11 Old Handouts and Lesson no 44 Page no 222 Old Handouts)

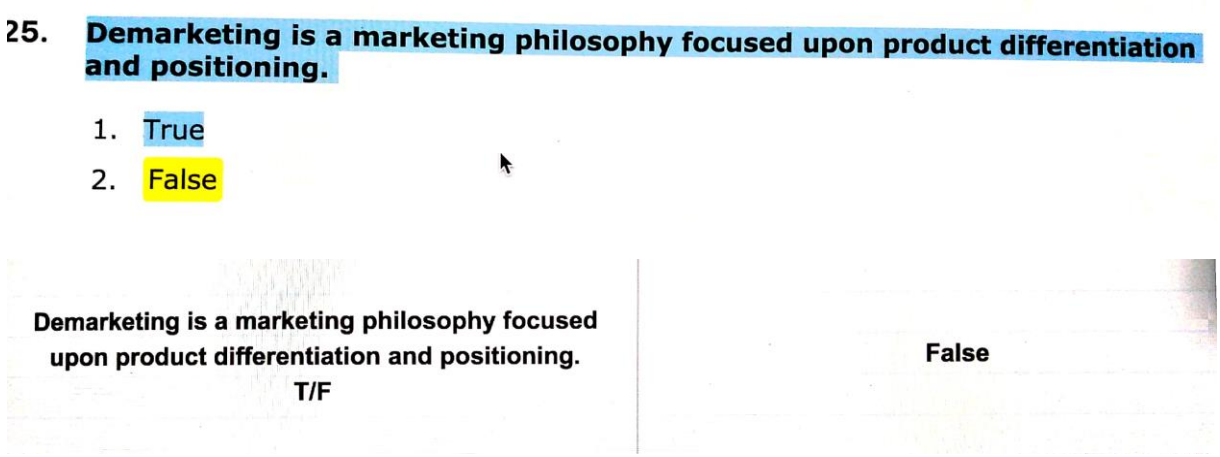
6. At times it becomes necessary to reduce demand for some products and services. When the government tries to reduce the smoking of tobacco products, it adds more tax to the products and is practicing demarketing.

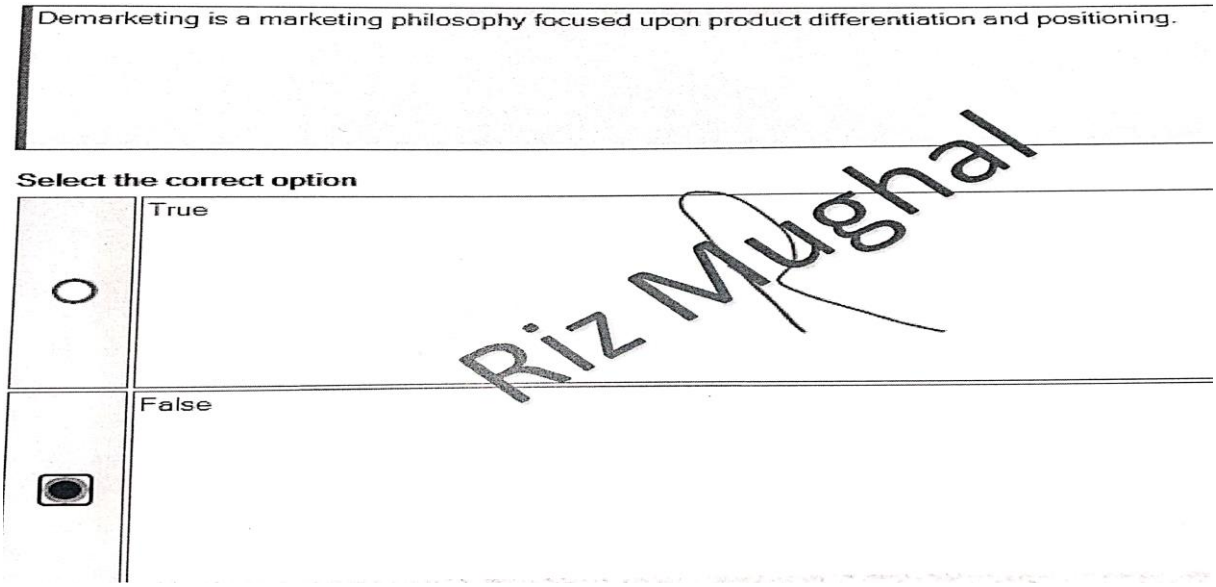
A. True
B. False



7. Demarketing is a marketing philosophy focused upon product differentiation and positioning.

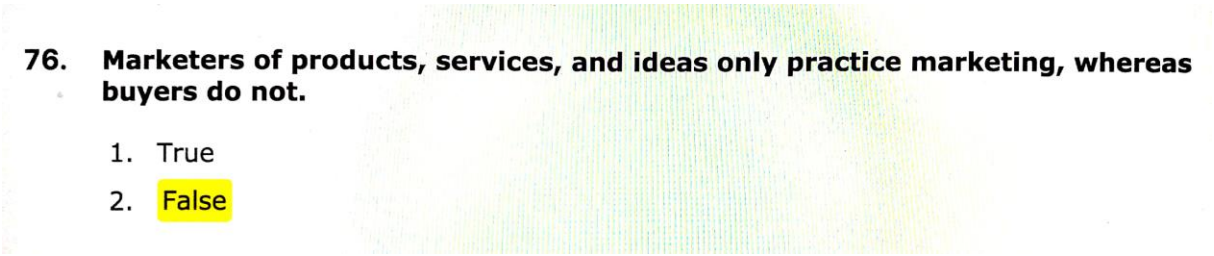
A. True
B. False

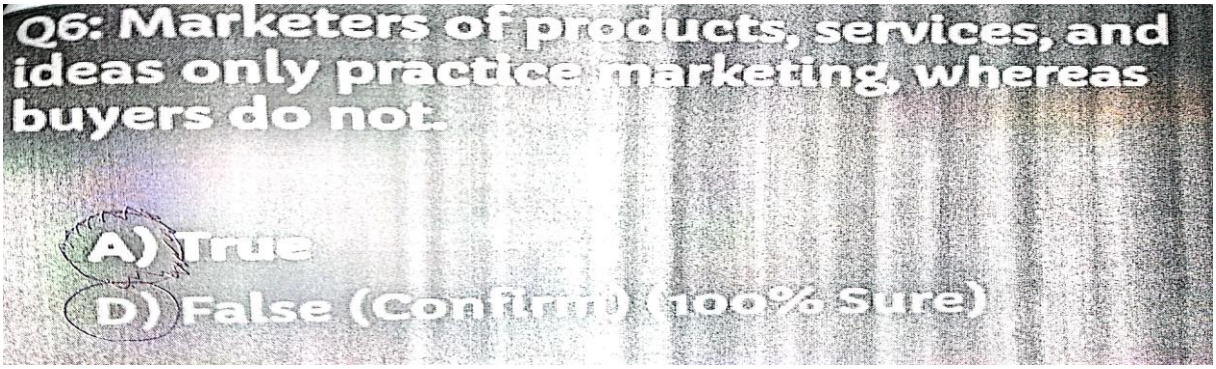


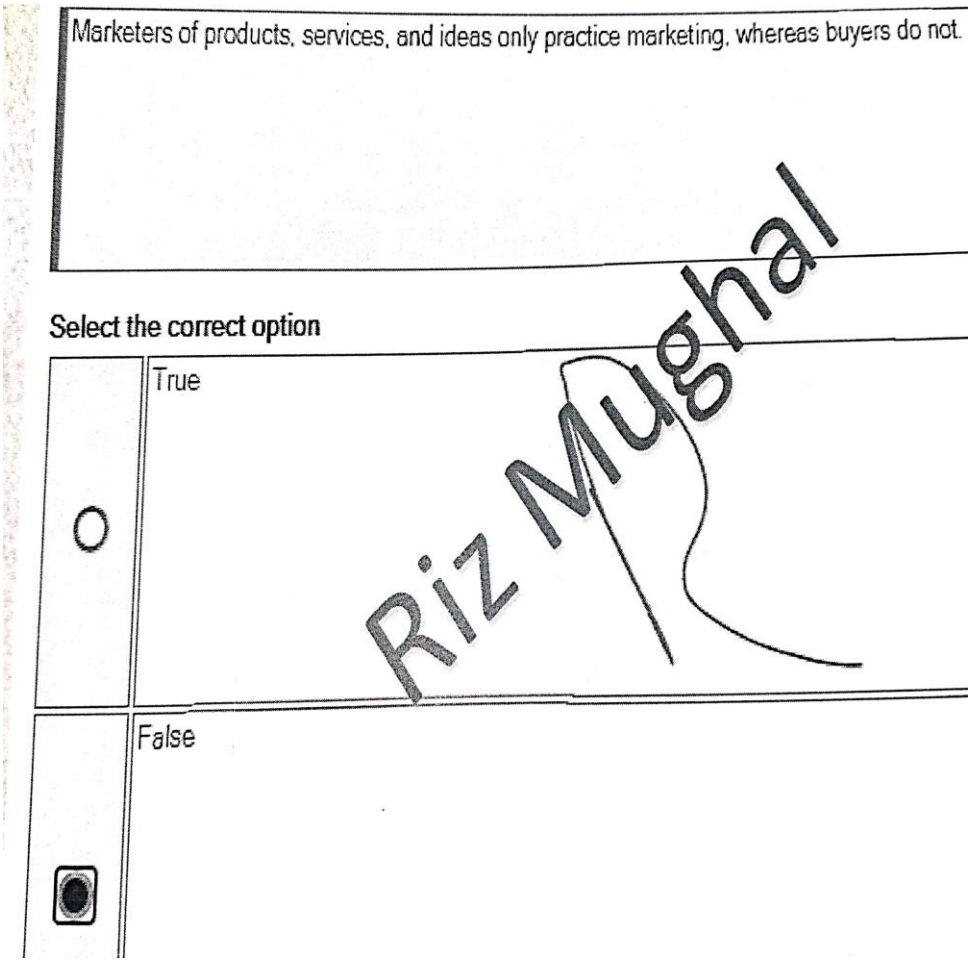


8. Marketers of products, services, and ideas only practice marketing, whereas buyers do not.

A. True
B. False







9. Marketing offers are limited to physical products.

A. True
B. False

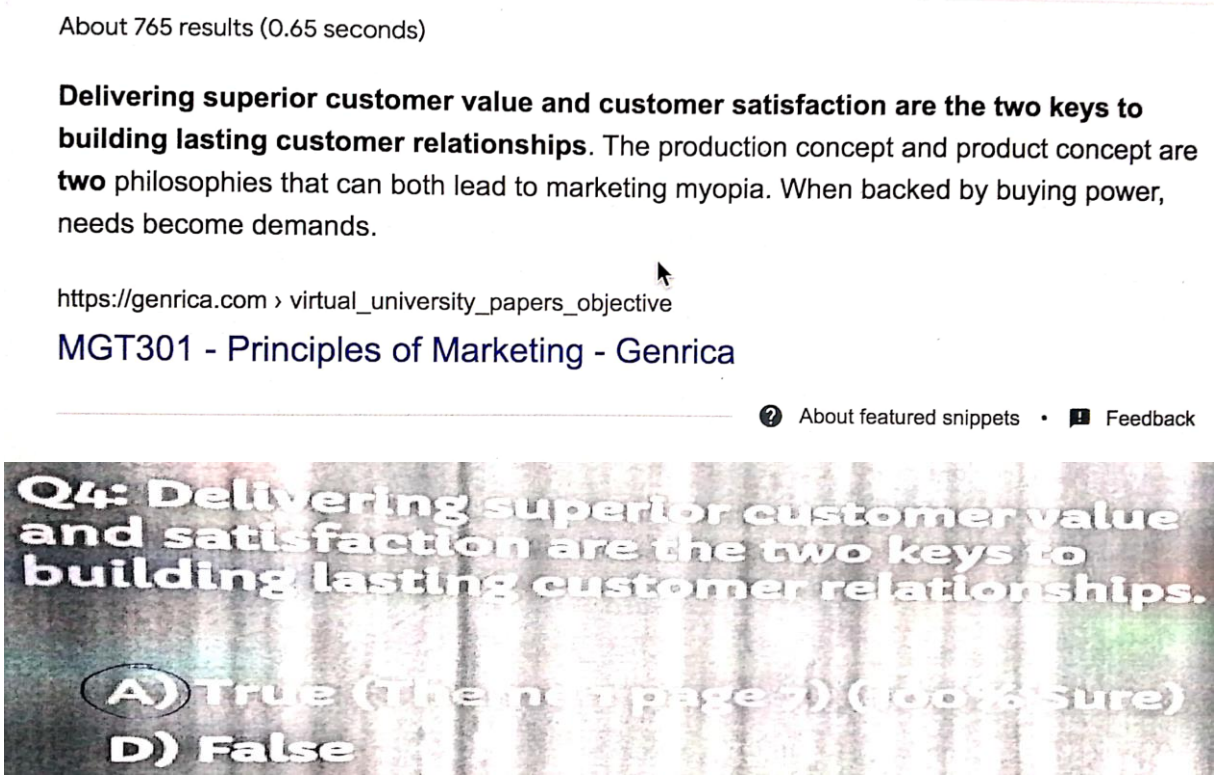
Market offerings are limited to physical products. **True/False**	**false**

2. **Marketing offers are limited to physical products.**

1. True
2. False

10. Delivering superior customer value and customer satisfaction are the two keys to building
lasting customer relationships.

A. True
B. False



11. An exchange is the core concept of marketing, whereas a transaction is marketing's unit of measurement.

A. True (Lesson no 2 Page no 11 Old Handouts)
B. False

12. Customer-perceived value depends on the product's perceived performance relative to a buyer's expectations.

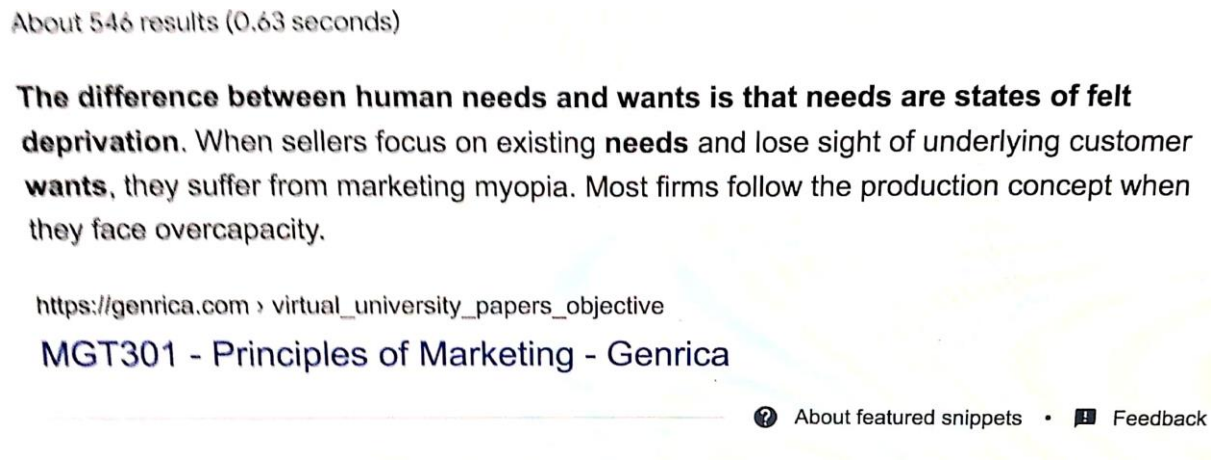
A. True
B. False (Lesson no 2 Page no 11 Old Handouts)

13. Marketing management is interested in serving all customers in every way to remain competitive in today's markets.

A. True
B. False ??????

14. The difference between human needs and wants is that needs are states of felt deprivation.

A. True
B. False


About 546 results (0.63 seconds)

The difference between human needs and wants is that needs are states of felt deprivation. When sellers focus on existing **needs** and lose sight of underlying customer **wants**, they suffer from marketing myopia. Most firms follow the production concept when they face overcapacity.

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15. The selling concept holds that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.

A. True (Lesson no 4 Page no 20 Old Handouts)
B. False

16. Customer value is defined as the customer's evaluation of the perceived difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.

A. True (Lesson no 2 Page no 12 Old Handouts)
B. False

17. The societal marketing concept calls on marketers to balance consumer wants and desires, company profits, and society's interest.

A. True (Lesson no 4 Page no 21 Old Handouts)
B. False

18. When sellers focus on existing needs and lose sight of underlying customer wants, they suffer from marketing myopia.

A. True **B. False (Lesson no 2 Page no 11 Old Handouts)**

19. Smart marketers look beyond the attributes of the products and services they sell. They create brand experiences for consumers.

A. True (Lesson no 44 Page no 222 Old Handouts)
B. False

20. When backed by buying power, wants become demands.

A. True (Lesson no 2 Page no 11 Old Handouts and Lesson no 44 Page no 222 Old Handouts)
B. False

1. Raheela works for the Aftab Beverage Company. She helps define product specifications and also provides information for evaluating alternatives. Raheela plays the role of gatekeeper.

   a. True **b. False**

   Rachel Stein works for the LeBray Beverage Company. She helps define product specifications and also provides information for evaluating alternatives. Rachel plays the role of gatekeeper.
   Answer: FALSE
   AACSB: Analytical thinking
   Skill: Application
   Objective: LO 6.2: Identify the major factors that influence business buyer behavior.
   Difficulty: Easy

   Note : Name changed.

2. In the proposal solicitation stage of the business buying process, the buyer invites qualified suppliers to submit proposals.

   a. True (Lesson no 16 Page no 79 Old Handouts) b. False

3. Mission statements must fit the market environment, as indicated here by the Girl Scouts' mission: "where girls grow strong."

a. True b. False

Mission statements must fit the market environment, as indicated here by the Girl Scounts of American's mission: "where girls grow strong."
(Answer: True; p. 39; Moderate)

Note: Difference in these statements are that there is no American's mission written in above statement.

4. The central question for marketers is how do consumers respond to various marketing efforts the company might use? The starting point is called the stimulus-response of buyer behavior.

a. True (Answer: True; p. 129; Moderate) b. False

5. Five characteristics are especially important in influencing an innovation's rate of adoption. Two of these are relative advantage and compatibility.

a. True (Answer: True; p. 147; Moderate) b. False

6. The macroenvironment consists of the factors close to the company that affect its ability to service its customers, such as suppliers, customer markets, competitors, and publics.

a. True **b. False (False; Easy; p. 107)**

7. Sarwar Incorporation wants to use the latest technology in marketing research. You are told this method is online (Internet) marketing research.

a. True (Answer: True; p. 109; Easy) b. False

8. When firms take aggressive action to affect the publics and forces in their marketing environment, they are taking an environmental management perspective.

a. True (True; Moderate; p. 132) b. False

9. Marketing researchers can conduct their own searches of secondary data sources today by using commercial secondary data sources.

a. True (Answer: True; p. 103; Easy) b. False

10. In the supplier selection stage, the buyer reviews supplier performance.

a. True **b. False**

In the supplier selection stage the buyer reviews supplier performance. (F)

11. The production concept and product concept are two philosophies that can both lead to marketing myopia.

a. True **True (Theme 1 page 5) (100% Sure)** b. False

12. Holiday Inn has divided the total customer market into smaller segments and selected the most promising segments. Deciding what position it wants to occupy in these segments is called targeting.

a. True **b. False (Answer: False; p. 50; Moderate)**

13. ABC Fortunes has just developed a formal statement of its purpose. This firm has put together a mission statement.

a. True (Answer: True; p. 38; Easy) b. False

14. Marketing management is interested in serving all customers in every way to remain competitive in today's markets. **(DoubtFul)**

a. True **b. False (False; Moderate; p. 11)**

15. Today's marketers must be good at building relationships in order to connect effectively with customers, other in the company, and external partners.

a. True **True (Theme 1 page 1) (100% Sure)** b. False

16. When sellers focus on existing needs and lose sight of underlying customer wants, they suffer from marketing myopia.

a. True (Chapter no 1 Page no 9 Original Book) b. False

17. The demand for many business goods tends to change more slowly than the demand for consumer goods.

a. True **b. False (Lecture no 16 Page no 74 Old Handouts)**

18. A company buying a product or service for the first time faces a new task situation.

a. True (Lesson no 16 Page no 76 Old Handouts) b. False

19. As an employee of Bankers Enterprises, you market wild and crazy games for teens to play at parties. You work in the business market.

a. True **b. False (False; Easy; p. 108)**

20. More and more companies are shifting their brand management focus toward customer relationship management.

a. True (Answer: True; p. 61; Easy) b. False

21. An exchange is the core concept of marketing, whereas a transaction is marketing's unit of measurement.

a. True True (Theme 1 page 2) (100% Sure) b. False

22. Marketing strategy is the marketing logic by which a company hopes to achieve profitable customer relationships.

a. True (Answer: True; p. 49; Challenging) b. False

23. Most household income is used up in purchasing food, housing, and transportation.

a. True b. False

24. Demarketing is a marketing philosophy focused upon product differentiation and positioning.

a. True **b. False** False (Confirm) (100% Sure)

25. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in post purchase behavior.

a. True (Answer: True; p. 144; Easy) b. False

26. Revlon has clearly defined its "mission" of selling lifestyle and self-expression. As the firm prepares to launch its strategic plan, the mission needs to be turned into a detailed set of objectives that guide the whole company.

a. True (Answer: True; p. 39; Moderate) b. False

27. Making more sales to current customers without changing a firm's products in market penetration.

a. True (Answer: True; p. 44; Moderate) b. False

28. The owner of 21-store chain of bicycles, explained to the store managers at a recent sales meeting that marketers, more than any other group in the company, must be the trend trackers and opportunity seekers.

a. True (True; Moderate; p. 107) b. False

29. Marketing research firms, advertising agencies, media firms, and marketing consulting firms are referred to as marketing services agencies.

a. True (True; Easy; p. 108) b. False

30. After carefully questioning your major suppliers and resellers, you ascertain they do not form important sources of intelligence information for marketing decision making.

a. True **b. False (Answer: False; p. 101; Challenging)**

31. Business demand ultimately derives from the demand for consumer goods.

a. True (Lesson no 16 Page no 74 Old Handouts) b. False

32. The buying center is a fixed and formally identified unit within the buying organization.

a. True **b. False (Lesson no 16 Page no 76 Old Handouts)**

33. You have just extracted sales and cost data used by the accounting department for preparing financial statements. Most likely, this information should be complete and in useable form to build an internal marketing database.

a. True **b. False (Answer: False; p. 99; Challenging)**

34. The microenvironment consists of larger societal forces that affect the microenvironment, such as demographic, economic, political, and cultural forces.

a. True **b. False (False; Easy; p. 107)**

35. The difference between human needs and wants is that needs are states of felt deprivation.

a. True (True; Easy; p. 6) b. False

36. The collection of businesses and products that make up a company is called its marketing strategy.

a. True **b. False (Answer: False; p. 49; Easy)**

37. Too much information can be as harmful as too little.

a. True (Answer: True; p. 98; Easy) b. False

38. Within the organization, buying activity consists of two major parts: the buying center and the buying decision process.

a. True (Lesson no 16 Page no 76 Old Handouts) b. False

39. Alternative evaluation is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

a. True **b. False (Answer: False; p. 142; Challenging)**

40. According to Engel's laws, consumers tend to spend a smaller percentage of income on food as income rises.

a. True **b. False**

41. Business buyers are subject primarily to economic influences when they make their buying decisions. Emotional or personal factors rarely are involved. **(Read Chapter no 8 Page no 311 Original Book)**

a. True b. False

42. Tanveer Jafer works for a firm that is a distribution channel member that helps the company find customers or make sales to them. Tanveer works for a reseller.

a. True (True; Moderate; p. 108) b. False

43. Selling is managing profitable customer relationships.

a. True **b. False False (Theme 1 Page 6) (100% Sure)**

44. In the Boston Consulting Group approach, relative market share serves as a measure of company strength in the market.

a. True **b. False (Answer: False; p. 40; Easy)**

45. Derived demand refers to the business demand that ultimately comes from the demand for consumer goods.

a. True (Lecture no 16 Page no 74 Handouts) b. False

46. Strategic control involves looking at whether a company's basic strategies are well matched to its opportunities.

a. True (Answer: True; p. 57; Moderate) b. False

47. Influencers often help define specifications and also provide information for evaluating alternatives.

a. True (Lesson no 16 Page no 76 Old Handouts) b. False

48. In the business buying process, the buyer and seller are relatively less dependent on each other.

a. True **b. False (Lesson no 16 Page no 75 Old Handouts)**

49. A person's buying choices are further influenced by four major psychological factors: motivation, perception, learning, and beliefs and attitudes.

a. True (Answer: True; p. 138; Easy) b. False

50. All business buying decisions follow all steps of the business buying process. **(Doubtful)**

a. True **b. False**

51. At Air Online, “we provide online services,” is a market-oriented business definition.

a. True **b. False**

At America Online, “we provide online services,” is a market-oriented business definition. (Answer: False; p. 38; Moderate)

52. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

a. True True (Theme 1 Page 6) (100% Sure) b. False

53. Environmental concerns have been on the decline in the past decade; government legislation and the green movement may be the cause of this trend.

a. True **b. False Answer: FALSE**
Diff: 2 Page Ref: 80
Skill: Concept
Objective: 3-3

54. When a consumer learns about a new product for the first time and time makes a decision to try it, it is called the alternative evaluation process.

a. True **b. False** (Answer: False; p. 142; Moderate)

55. The consumer’s purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and purchase decision. The first factor is need recognition.

a. True **b. False** (Answer: False; p. 143; Moderate)

56. Most businesses that manufacture products for the consumer market also sell directly to consumers.

a. True b. False

57. Early adopters are guided by respect; they are opinion leaders in their

communities and adopt new ideas early but carefully.

a. True (Answer: True; p. 146; Moderate) b. False

58. Dissonance-reducing buying behavior occurs when consumers are highly involved with an expensive, infrequent, or risky purchase but see a lot of difference among brands.

a. True **b. False (Answer: False; p. 144; Challenging)**

59. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.

a. True (Answer: True; p. 132; Easy) b. False

60. Your manager asked you to go through three of your competitors' garbage bins to gather marketing intelligence from their discarded paperwork. One of them caught you in the act and has summoned you to court. The judge will most likely rule this to be an illegal activity and fine you and your company.

a. True **b. False** (Answer: False; p. 101; Challenging)

61. Product, price, place and promotion make up the elements of a firm's marketing mix.

a. True True (Confirm) (100% Sure) b. False

62. Strategic market planning is the task of selecting an overall company strategy for long-run survival and growth.

a. True (Answer: True; p. 54; Moderate) b. False

63.At times it becomes necessary to reduce demand for some products and services. When the government tries to reduce the smoking of tobacco products, it adds more tax to the products and is practicing demarketing.

a. True (True; Easy; p. 11) b. False

64. Smart marketers look beyond the attributes of the products and services they sell. They create brand experiences for consumers.

a. True (True; Moderate; p. 6) b. False

65. It is important to note that data becomes old/age quickly, and keeping the database current requires a major effort.

a. True (Answer: True; p. 99; Easy) b. False

66. When your marketing manager discussed factors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers, you knew that she was talking about the external marketing concept.

a. True **b. False (False; Moderate; p. 107)**

67. The early majority are deliberate; although they rarely are leaders, they adopt new ideas before the average person.

a. True (Answer: True; p. 146; Moderate) b. False

68. In general, innovators tend to be relatively older, more mature, and have a lower income than late adopters.

a. True **b. False** (Answer: False; p. 146; Challenging)

69. Customer-perceived value depends on the product's perceived performance relative to a buyer's expectations.

a. True True (Theme 1 page 1) (100% Sure) b. False

70. Marketing research is conducted to systematically design, collect, and report data directly relevant to a specific marketing situation facing the organization.

a. True **b. False (Answer: False; p. 102; Moderate)**

71. The first step in strategic planning is to define the company mission.

(Answer: True; p. 37; Moderate) a. True b. False

72. Almost all major purchases result in cognitive dissonance, or discomfort caused by post purchase conflict.

a. True (Answer: True; p. 144; Easy) b. False

73. Significant reasons for business laws to be enacted include protecting the interests of society, protecting consumers, and protecting companies from each other.

a. True (True; Easy; p. 125) b. False

74. The order-routine specification includes the final order with the chosen supplier or suppliers and lists items such as technical specifications, quantity needed, expected delivery time, return policies, and warranties.

a. True (Lesson no 16 Page no 79 Old Handouts) b. False

75. People differ greatly in their readiness to try new products. In each product area, there are "consumption pioneers." They are also called laggards.

a. True **b. False** (Answer: False; p. 146; Challenging)

76. A market segment consists of consumers who respond in different ways to a given set of marketing efforts.

a. True **b. False (Answer: False; p. 50; Moderate)**

77. The selling concept holds that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.

a. True (True; Easy; p. 12) b. False

78. Marketing offers are limited to physical products.

a. True **b. False (100% sure)**

79. Today's marketers recognize the importance of working with their intermediaries as channels through which they sell their products rather than as mere products.

a. True **b. False False (Confirm) (100% Sure)**

80. Your firm faces determined marketing intelligence efforts by competitors. You take the typical response by "letting it ride."

a. True **b. False (Answer: False; p. 101; Easy)**

81. In the general needs description of the buying process, the buyer describes the characteristics and quantity of the needed item.

a. True (Page Ref: 175 TRUE 17) b. False

82. The significant trends in the natural environment includes shortages of raw materials and increased pollution.

a. True

b. False (False; Challenging; p. 123)

83. Mission statements should both fit the market environment and be motivating.

a. True (Answer: True; p. 39; Easy) b. False

84. The main differences between business and consumer markets are in market structure and demand, the nature of the buying unit, and the types of decisions and the decision process involved.

a. True (Lesson no 16 Page no 74 Old Handouts) b. False

85. The research and development department just released a report and commented that "Defining the problem and research objectives is often the hardest step in the research process."

a. True (Answer: True; p. 102; Easy) b. False

86. Delivering superior customer value and customer satisfaction are the two keys to building lasting customer relationships.

a. True b. False

87. Your accounting department must measure revenues and costs to help the marketing department know how well it is achieving its objectives.

a. True (True; Easy; p. 108) b. False

88. After conducting formal marketing research for your department, you make an oral presentation with notes to management. You are following normal marketing research steps.

a. True **b. False (Answer: False; p. 102; Moderate)**

89. Although consumers in different countries have different values, attitudes, and behaviors, the products they buy are very similar to each other.

a. True **b. False (Answer: False; p. 148; Challenging)**

90. Customer value is defined as the customer's evaluation of the perceived difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.

a. True True (Theme 1 page 8) (100% Sure) b. False

91. The simplest definition of modern marketing is managing profitable customer relationships.

a. True (True; Easy; p. 5) b. False

92. Marketing mix is the set of uncontrollable, marketing tools that the firm can use to influence the demand for its products.

a. True **b. False (Answer: False; p. 52; Moderate)**

93. An effective MIS (Marketing Information System) assesses information needs, develops needed information, and distributes the information to help managers use in decision making.

a. True (Answer: True; p. 98; Moderate) b. False

94. Marketers of products, services, and ideas only practice marketing, whereas buyers do not.

a. True **b. False**

95. In a straight rebuy, the buyer wants to alter product specifications, prices, terms, or suppliers.

a. True **b. False (Lesson no 16 Page no 76 Old Handouts)**

96. Human needs are shaped by culture and individual personality.

a. True **b. False (Lesson no 2 Page no 10 Old Handouts)**

97. Secondary data provide good staring points and often help to define problems and research objectives, though most companies must also collect primary data.

a. True (Answer: True; p. 105; Moderate) b. False

98. Gatekeepers have formal or informal power to select or approve the final suppliers.

a. True **b. False**

Gatekeepers have formal or informal power to select or approve the final suppliers.
Answer: FALSE
Skill: Concept
Objective: LO 6.2: Identify the major factors that influence business buyer behavior.
Difficulty: Easy

99. Consumer organizations such as environmental and minority groups may question a company's marketing decisions. This type of public is called the local public.

a. True **b. False (False; Moderate; p. 110)**

100. When railroad companies thought that users wanted trains rather than transportation and overlooked the growing challenge of other modes of transportation they were following the selling concept.

a. True

b. False **False (Confirm) (Correct Product Concept) (100% Sure)**

101. The reason the demographic environment is of major interest to marketers is because it involves people, and people make up markets.

a. True **True (Confirm) (100% Sure)** b. False

102. Mission statements should be realistic and general in nature.

a. True **b. False (Answer: False; p. 39; Moderate)**

104. The newer the buying task, and the more complex and costly the item, the lesser the amount of time the buyer will spend searching for suppliers.

a. True **b. False (Lesson no 16 Page no 79 Old Handouts)**

105. Guided by marketing strategy, the company designs a marketing mix made up of factors under its control-product, price, place, and promotion.

a. True (Answer: True; p. 52; Moderate) b. False

106. An SBU can be a company division, a product line within a division or sometimes a single product or brand.

a. True (Answer: True; p. 40; Easy) b. False

107. A belief is the specific mix of human traits that may be attributed to a particular brand.

a. True **b. False** (Answer: False; p. 141; Moderate)

108. "At Nike, we sell shoes" is a market-oriented business definition.

a. True **b. False (Answer: False; p. 38; Moderate)**

109. When backed by buying power, needs become demands.

a. True
b. False (Lesson no 2 Page no 11 Old Handouts and Lesson no 44 Page no 222 Old Handouts)

110. When backed by buying power, wants become demands.

a. True (Lesson no 2 Page no 11 Old Handouts and Lesson no 44 Page no 222 Old Handouts)
b. False

111. A dissonance reducing buying behavior is designed to probe consumers' hidden, subconscious motivations.

a. True **b. False (Answer: False; p. 145; Challenging)**

112. Consumer buying behavior refers to the buying behavior of businesses.

a. True **b. False (Answer: False; p. 128; Easy)**

113. The researcher interprets findings, draws conclusions, and reports those conclusions to management. Ideally, we should present important findings that are useful to the major decisions faced by management to prevent overwhelming them.

a. True (Answer: True; p. 113; Moderate) b. False

114. Good sources of marketing intelligence information includes competitors, annual reports, business publications, trade show exhibits, press releases, advertisements, and Web pages.

a. True (Answer: True; p. 101; Moderate) b. False

116. Who is our target market and what's our value proposition are two important questions underlying marketing strategy.

a. True True (Theme 1 page 7) (100% Sure) b. False

117. The societal marketing concept calls on marketers to balance consumer wants and desires, company profits, and society's interests.

a. True True (Theme 1 page 6) (100% Sure) b. False

118. Most firms follow the production concept when they face overcapacity.

a. True **b. False** False (Theme 1 page 5) (100% Sure)

119. A company with limited resources might decide to serve all segments of a market.

a. True **b. False (Answer: False; p.50; Moderate)**

120. At Air Online, "we create customer connectivity, anytime, anywhere." is a product-oriented business definition.

a. True **b. False**

At America Online, "we create customer connectivity, anytime, anywhere." is a product-oriented business definition. (Answer: False; p.38; Moderate)

121. The image a product reflects in the minds of consumers is called market segmentation.

a. True **(Answer: False; p. 50; Easy) b. False**

122. Customer Relationship Management (CRM) is nothing more than a customer data management activity.

a. True True (Confirm) (100% Sure) b. False

123. Major factors are changing the face of today's marketing communications. Mass markets have fragmented; thus, marketers are shifting away from mass marketing.

a. True (Lesson no 32 Page no 160 Old Handouts) b. False

124. A break-even chart shows the total cost and total revenue expected at various sales volume levels.

a. True (Lesson no 25 Page no 120 Old Handouts) b. False

125. Demand and consumer value perceptions set the floor for prices.

a. True **b. False (False; p. 263; Moderate)**

126. In industrial markets, product managers have an influence on the company's price-setting decisions.

a. True (True; p. 269; Easy) b. False

127. Cost-based pricing relies on consumer perception of value to drive pricing.

a. True **b. False (False; p. 267; Easy)**

128. Informative ads are used primarily in the growth stage of the product life cycle.

a. True **b. False Answer: FALSE**
Diff: 2.
Page Ref: 431.
Skill: Concept
Objective:15-2

129. Overhead cost is another term for variable cost.

a. True **b. False (False; p. 266; Easy)**

130. Slice of life, lifestyle, and personality symbol are all parts of public relations.

a. True **b. False (Lesson no 33 Page no 172 Old Handouts)**

131. Percentage-of-sales method wrongly views sales as the cause of promotion rather than the result.

a. True (Lesson no 32 Page no 165 Old Handouts) b. False

132. When a manufacturer seeks a market for by-products and accepts a price that covers more than the cost of storing and delivering them, it is able to reduce the main product's price to make it more competitive.

a. True (True; p. 277; Moderate) b. False

133. An example of service variability is that within a given Marriott hotel, one

registration-desk employee may be cheerful and efficient, whereas another may be unpleasant and slow.

a. True (100% Sure) b. False

134. Developing a stronger position within several segments creates more total sales than undifferentiated marketing across all segments.

a. True (100% Sure) b. False

135. When a company introduces a new brand name in the same product category, it is called line extension.

a. True **b. False (100% Sure)**
Answer: FALSE
Diff: 2 Page Ref: 250
Skill: Concept
Objective: 8-4

136. Lahore Florists segments markets into groups of nonusers, ex-users, potential users, first-time users, and regular users of its flowers and services. This firm uses usage rate as the segmentation approach.

a. True **b. False**

123) LaGrange Florists segments markets into groups of nonusers, ex-users, potential users, first-time users, and regular users of its flowers and services. This firm uses usage rate as its segmentation approach.
Answer: FALSE
Diff: 2 Page Ref: 197
AACSB: Analytic Skills
Skill: Application
Objective: 7-2

Note: Name difference doubtful

137. Today, most companies have moved away from mass marketing and are being choosier about the customers with whom they wish to build relationships.

a. True (100% Sure) b. False

138. Shopping products are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price and style.

a. True (100% Sure) b. False

139. Service inseparability means that the quality of services depends on who provides them, as well as when, where, and how they are provided.

a. True **b. False (100% Sure)**

140. At a recent marketing seminar, the featured speaker stated that a target market consists of a set of buyers who share common needs or characteristics that the company decides to serve. You believe this is a correct definition.

a. True **b. False (100% Sure)**

141. At this point your company wants to move away from mass marketing and engage in target marketing. The three steps to take, in order, are market segmentation, marketing positioning and target marketing.

a. True (100% Sure) b. False

142. Commercial accounting is done through a system known as:

a. True **b. False** **False (Confirm) (100% Sure)**

143. ABC Interior Designs wants to collect research data through mechanical observation. The three typical methods are video cameras, checkout scanners, and internet cookies.

a. True **b. False (Answer: False; p. 111; Challenging)**

144. Marketers all agree that questionnaires are the most common research instrument.

a. True (Answer: True; p. 111; Easy) b. False

145. An increasing number of retailers and wholesalers have created their own brands-such as Hyper Star offering variety of food products. This is called co-branding.

a. True **b. False (False; p. 233; Challenging; LO3)**

An increasing number of retailers and wholesalers have created their own brands—such as Wal-Mart offers Sam's Choice beverages and food products. This is called co-branding. (False; p. 233; Challenging; LO3)

146. Customer retention is perhaps the best measure of quality-a service firm's ability to hang on to its customers depends on how consistently it delivers value to them.

a. True Answer: TRUE b. False
Diff: 2 Page Ref: 242
Skill: Concept
Objective: 8-3

147. In international product and service marketing, it is important to know what different colors mean to different countries.

a. True (True; p. 232; Easy; LO3) {AACSB: Global} b. False

In international product and service branding, it is important to know what different words mean in different countries.
(True; p. 232; Easy; LO3) {AACSB: Global}

Note: Marketing and branding difference

148. Programs that include public health campaigns to reduce smoking, alcoholism, drug abuse, and overeating are examples of the social idea known as social marketing.

a. True (Lesson no 13 Page no 544,545 Original Book) b. False

149. In industrial markets, salespeople outrank top management in determining the sales price of products.

a. True **b. False (False; p. 269; Easy)**

150. POP promotions include displays and demonstrations that take place at the point of purchase or sale.

a. True (Lesson no 34 Page no 177 Old Handouts) b. False

151. If Canon Camera Company follows a high-price, high-margin strategy, it may attract competition from Nikon, Minolta and Pentax.

a. True (True; p. 273; Moderate) b. False

152. The three characteristics for advertising appeals are: meaningful, believable and distinctive.

a. True (Lesson no 33 Page no 171 Old Handouts) b. False

153. Because there is such variation among the economies of countries around the world, it is not practical to segment international markets on the basis of economic factors.

a. True **b. False**

154. Many marketers believe that behavior variables are the best starting point for building market segments.

a. True (Lesson no 17 Page no 85 Old Handouts) b. False

155. Product costs set a floor to the price; consumer perceptions of the product's value set the ceiling.

a. True (True; p. 263; Easy) b. False

156. Dove marketers can go beyond the brand's cleaning cream attributes and talk about the resulting benefit of softer skin. This is known as product attributes in brand positioning.

a. True **b. False (False; Challenging; p. 292)**

157. Internal marketers face special challenges. They must figure out what products to introduce to other countries.

a. True **b. False (False; Moderate)**

158. Value-based pricing is the reverse of cost-based pricing.

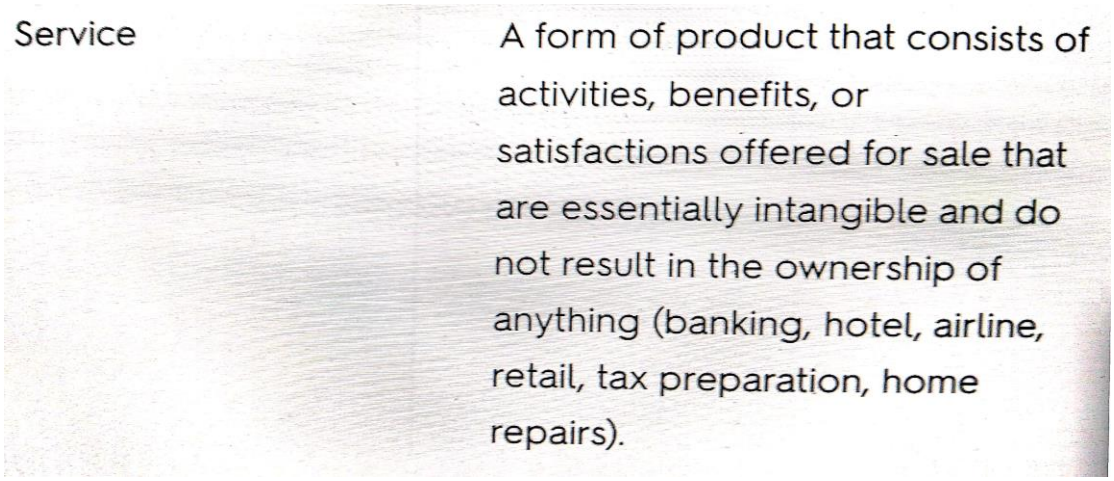
a. True (True; p. 264; Challenging) b. False

159. An e-mail from a company that offers free shipping on your next purchase of more than Rs. 3000/= is an example of sales promotion. **(Doubtful)**

a. True b. False

160. Co-branding is a form of product that consists of activities, benefits or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything. Examples are banking, hotel, airline, retail, tax preparation and home repair. **(Doubtful)**

a. True **b. False**



161. A company's total marketing communications mix is also called its promotion mix.

a. True (Lesson no 32 Page no 159 Old Handouts) b. False

162. Your assignment at work is to divide buyers into different groups based on social class, lifestyle and personality characteristics. After a planning session with the marketing and sales staff, you issue a memo to upper management recommending psychographic segmentation. You are right on target.

a. True b. False

163. One important quality for a brand name is that it should translate easily into foreign languages.

a. True (Lesson no 20 Page no 97 Old Handouts) b. False

164. The simplest pricing method is break-even pricing-adding a standard markup to the cost of the product.

a. True **b. False (False; p. 267; Easy)**

165. If the pull strategy is effective, consumers will then demand the product from channel members, who will in turn demand it from producers.

a. True (Lesson no 32 Page no 167 Old Handouts) b. False

166. Behavioral segmentation requires finding the major advantages or features people look for in the product class, the kinds of people who look for each

advantage or feature and the major brands that deliver each advantage or feature.

a. True **b. False**

167. The service-profit chain means the set of all product lines and items that a particular seller offers for sale.

a. True **b. False**
Answer: FALSE
Diff: 2 Page Ref:238
Skill: Concept
Objective: 8-3

168. Competitors prices and offers are external factors that companies have to deal with.

a. True (True; p. 268; Easy) b. False

169. When a major moving van company sells accessory products that must be used in moving a household's furniture, it is practicing captive-product pricing.

a. True (True; p. 277; Easy) b. False

170. Shopping For The Rich and Famous is a buying service that helps wealthy clients find the best buys in exclusive clothing, high-end cars, travel and financial services. This firm would use income segmentation.

Answer: TRUE
Diff: 2 Page Ref: 194
AACSB: Reflective Thinking Skills
Skill: Application
Objective: 7-2 b. False

171. Manufacturers may offer an allowance in return for the retailer's agreement to feature the manufacturer's products in some way.

a. True (From Google) b. False

Manufacturers also **may offer an allowance** (usually so much off per case) in **return for the retailer's agreement to feature the manufacturer's products in some way**.

172. Niche marketing offers smaller companies an opportunity to compete by focusing their limited resources on serving niches that may be unimportant to or overlooked by larger companies.

a. True b. False

173. The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal cases, the higher the price, the higher the demand.

a. True **b. False (False; p. 272; Easy)**

174. Sales promotion consists of short-term incentives to encourage purchases or sales of a product or service.

a. True (Lesson no 34 Page no 175 Old Handouts) b. False

175. Consumers position products with or without the help of marketers.

a. True b. False

176. The widespread use of mass marketing has masked the fact that for centuries consumers were served as individuals where businesses practiced individual marketing.

a. True (Answer: True; p. 200; Easy; LO4) b. False

177. Karachi Gifts divides its markets into units of nations, regions, and cities. Bombay uses geographic segmentation.

a. True Answer: TRUE b. False
Diff: 2 Page Ref: 191
AACSB: Analytic Skills
Skill: Application
Objective: 7-2

178. Unsought products are products and services that the customer usually buys frequently, immediately, and with a minimum of comparison and buying effort.

a. True **b. False (Lesson no 19 Page no 93 Old Handouts)**

179. We define service as anything that can be offered to a market for attention, acquisition, use or consumption and that might satisfy a want or need.

a. True **b. False (100 % Sure)**

180. Each firm should be able to find a single way to segment each market.

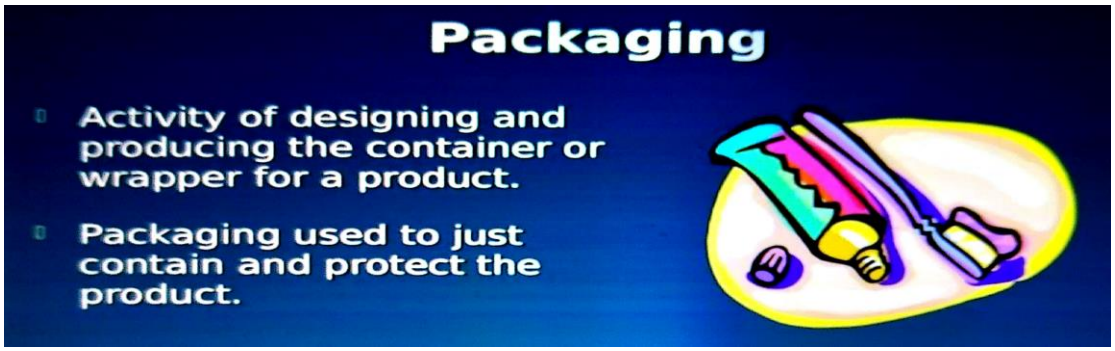
a. True **b. False (Answer: False; p. 165; Easy)**

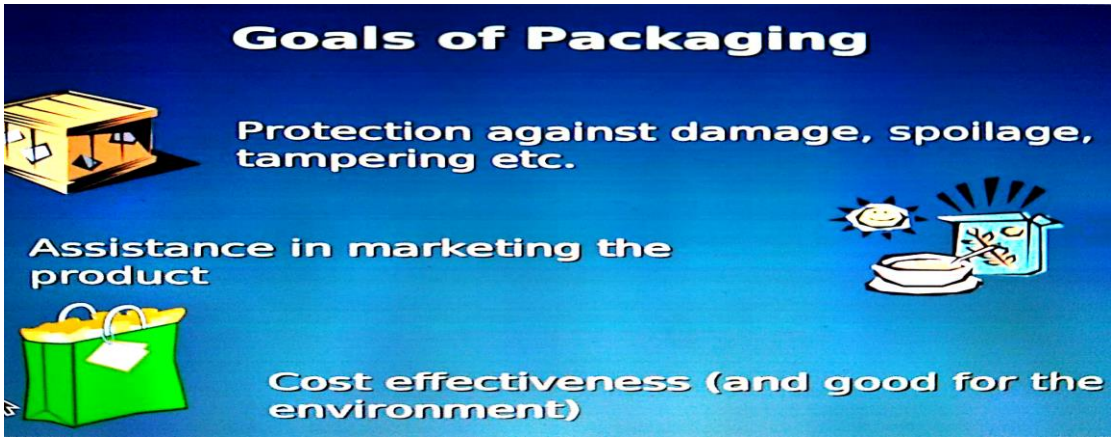
181. In a product business, products are fairly standardized and can sit on shelves waiting for customers. In a service business, the customer and front-line service employee interact to create the service.

a. True (Chapter no 15 Page no 634 Original Book) b. False

182. Packaging does not include the material necessary to ship a product.

a. True **b. False**





183. This type of segmentation uses different marketing approaches for different time periods of peoples lives and different family situations. This segmentation method is called demographic.

a. True **b. False (Answer: False; p. 167; Moderate)**

184. Gender segmentation has long been used in clothing, cosmetics, toiletries and magazines.

a. True (Chapter no 10 Page no 401 Original Book) b. False

185. Products support services identify the product or brand, describe several things about the product, and promote the product through attractive graphics.

a. True **b. False (Lesson no 20 Page no 99 Old Handouts)**

186. A company's product mix has four important dimensions: width, length, depth and consistency.

a. True (Lesson no 13 Page no 570 Original Book) b. False

187. Developing a stronger position within several segments creates more total sales than undifferentiated marketing across all segments.

a. True (Lesson no 18 Page no 87 Old Handouts) b. False

188. The brand of a product can determine its customer value.

a. True (True; p. 226; Moderate; LO2) b. False

189. Style is a larger concept than design. Design describes the appearance of a product.

a. True **b. False (Lesson no 20 Page no 96 Old Handouts)**

190. Customers come to know a brand through a wide range of contacts and touch points. These include word of mouth, personal interactions with company Web pages. Many brands are not maintained by advertising but by brand experience.

a. True (Chapter no 13 Page no 567 Original Book) b. False

Today, customers come to know a brand through a wide range of contacts and touch points . These include advertising, but also personal experience with the brand, word of mouth, personal interactions with company people, telephone interactions, company Web pages and many others. (Chapter no 13 Page no 567 Original Book)

191. A product's position is the way the product is defined by the retailers who sell it to target markets. It is how it is defined on important attributes the place the product occupies in the retailers minds relative to competing products. **(Read Lesson no 18 Page no 88 Old Handouts)**

a. True b. False

192. An aspect of managing service differentiation is in the company's service delivery.

a. True (100% Sure) b. False

193. Research about and planning for loyalty status as a segmentation approach is generally not useful or practical for most firms.

a. True **b. False (Answer: False; p. 173)**

194. Kia offers a new car model with the same features as a comparable but higher priced Toyota or Ford and provides a longer warranty. Kia is following a more-for-less strategy.

a. True

Answer: FALSE
Diff: 3 Page Ref: 213
AACSB: Analytic Skills
Skill: Application
Objective: 7-4

195. Maslow's theory is that human needs are arranged in a hierarchy. They include physiological needs, safety needs, social needs, esteem needs, and self-actualization needs. An unsatisfied need motivates one to take action to satisfy it.

a. True (Answer: True; p. 139; Moderate) b. False

196. A business marketer normally deals with far fewer buyers than the consumer marketer does.

a. True (Lesson no 16 Page no 74 Old Handouts) b. False

197) The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal cases, the higher the price, the lower the demand.

a. True Answer: TRUE b. False
Diff: 2 Page Ref: 302
Skill: Concept
Objective: 10-3

1. The most effective consumer promotion tool is sampling.
   A. True (Page no 788 original book not handouts) B. False

2. Major factors are changing the face of today's marketing communications. Mass markets have fragmented, thus, marketers are shifting away from mass marketing.
   A. True (Page no 720 original book not handouts) B. False

3. Companies that set a low initial price in order to get their "foot in the door" quickly and deeply, attract a large number of buyers quickly, and win a large market share practice market-skimming pricing.
   (False; p. 275; Easy)

4. When a manufacturer seeks a market for by-products and accepts a price that covers more than the cost of storing and delivering them, it is able to reduce the main product's price to make it more competitive.
(True; p. 277; Moderate)

5. The simplest pricing method is break-even pricing—adding a standard markup to the cost of the product.
(False; p. 267; Easy)

6. Environmental elements are categorized as external factors that affect pricing decisions.
Answer: TRUE
Diff: 2 Page Ref: 300
Skill: Concept
Objective: 10-3

7. POP promotions include displays and demonstrations that take place at the point of purchase or sale.
A. True (Original book page no 788 not handouts) B. False

8. If demand changes greatly with price, we say the demand is inelastic.
Answer: FALSE
Diff: 2 Page Ref: 303
Skill: Concept
Objective: 10-3

9. Pricing often plays an important role in helping to accomplish company's multi-level objectives.
(True; p. 263; Easy)

10. Informative ads are used primarily in the growth stage of the product life cycle.
A. True **B. False**

11. The more elastic the demand, the more it pays for the seller to raise the price.
(False; p. 273; Challenging)

12. Slice of life, lifestyle and personality symbol are all parts of public relations.
A. True **B.False (Book page no 769 original book not handouts)**

13. If Canon Camera Company follows a high-price, high-margin strategy, it may attract competition from Nikon, Minolta, and Pentax.
(True; p. 273; Moderate)

14. If the pull strategy is effective, consumers will then demand the product from channel members, who will in turn demand it from producers.
Answer: TRUE
Diff: 2 Page Ref: 425

Skill: Concept
Objective: 14-4

15. Companies that set a low initial price in order to get their "foot in the door" quickly and deeply, attract a large number of buyers quickly, and win a large market share practice market-skimming pricing.
(False; p. 275; Easy)

16. Pricing often plays an important role in helping to accomplish a company's multi-level objectives.
(True; p. 263; Easy)

17. A specific communication task to be accomplished with a specific target audience during a specific period of time is called an advertising objective.
A. True (Original book page no 905) B. False

18. Demand and consumer value perceptions set the floor for prices.
(False; p. 263; Moderate)

19. Manufacturers may offer an allowance in return for the retailer's agreement to feature the manufacturer's products in some way.
A. True (Page no 178 Old Handouts) B. False

20. Sales promotion consists of short-term incentives to encourage the purchase or sale of a product or service.
A. True (Page no 200 Old Handouts) B. False

21. When a major moving van company sells accessory products that must be used in moving a household's furniture, it is practicing captive-product pricing.
(True; p. 277; Easy)

22. Value-based pricing is the reverse of cost-based pricing.
(True; p. 264; Challenging)

23. Product costs set a floor to the price; consumer perceptions of the product's value set the ceiling.
Answer: TRUE
Diff: 2 Page Ref: 291
Skill: Concept
Objective: 10-2

24. Competitors' prices and offers are external factors that companies have to deal with.
(True; p. 268; Easy)

25. The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal

cases, the higher the price, the higher the demand.
(False; p. 272; Easy)

26. Value-based pricing is when costs vary directly with the level of product.
(False; p. 264; Moderate)

27. The most expensive consumer promotion tool is sampling.
A. True (Page no 144 Old Handouts) B. False

28. Cost-based pricing relies on consumer perception of value to drive pricing.
(False; p. 267; Easy)

29. *Overhead cost* is another term for *variable cost.*
(False; p. 266; Easy)

30. In industrial markets, product managers have an influence on the company's price-setting decisions.
(True; p. 269; Easy)

31. The percentage-of-sales method wrongly views sales as the cause of promotion rather than the result.
Answer: TRUE
Diff: 2 Page Ref: 423
Skill: Concept
Objective: 14-4

32. A company's total marketing communications mix is also called its promotion mix.
A. True (Page no 160 old handouts) B. False

33. An e-mail from a company that offers free shipping on your next purchase of more than Rs3000/= is an example of sales promotion.
A. True B. False

34. Advertisers look for media that showcase the product effectively. Fashions are best advertised on television, and automobile performance is best in color magazines.
A. True **B. False (Page no 174 old handouts)**

35. In industrial markets, salespeople outrank top management in determining the sales price of products.
(False; p. 269; Easy)

36. Value-based pricing is when costs vary directly with the level of product.
(False; p. 264; Moderate)

37. The three characteristics for advertising appeals are: meaningful, believable and distinctive.
A. True (Original Book page no 803,804) B. False

38. A break-even chart shows the total cost and total revenue expected at various sales volume levels.
(True; p. 267; Easy)

39. The media planner has to know the reach, frequency, and impact of each ad.
A. True (Original Book Page no 807) B. False

76. Harley-Davidson customers are mainly the Hell's Angels/Muscle Heads crowd.
(Answer: False; p. 128; Easy)

77. The Harley-Davidson Company found out that buying behavior is simple and understanding it is the essential task of marketing management.
(Answer: False; p. 128; Moderate)

78. Consumer buying behavior refers to the buying behavior of businesses.
(Answer: False; p. 128; Easy)

79. The central question for marketers is: How do consumers respond to various marketing efforts the company might use? The starting point is called the stimulus-response of buyer behavior.
(Answer: True; p. 129; Moderate)

80. A dissonance-reducing buying behavior is designed to probe consumers' hidden, subconscious motivations.
(Answer: False; p. 145; Challenging)

81. Each culture contains groups of people with shared value systems based on common life experiences and situations.
(Answer: True; p. 129; Moderate)

82. Asian Americans, the fastest growing and most affluent U.S. demographic segment, include Chinese Americans, Japanese Americans, Asian Indians, Korean Americans, and Filipino Americans.
(Answer: True; p. 132; Easy)

83. Younger consumers are better off financially than mature consumers. They are the ideal market for exotic travel, restaurants, high-tech home entertainment products, and leisure goods and services.
(Answer: False; p. 132; Easy)

84. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.
(Answer: True; p. 132; Easy)

85. Social classes are now taking to the streets, as well as cafes, nightclubs, and the Internet, in record numbers. Their goal: to seek out the trendsetters in each community

and subtly push them into talking up a specific brand to their friends and admirers.
(Answer: False; p. 132; Moderate)

86. Lifestyle is a person's pattern of living as expressed in his or her psychographics.
(Answer: True; p. 136; Easy)

87. A belief is the specific mix of human traits that may be attributed to a particular brand.
(Answer: False; p. 141; Moderate)

88. A person's buying choices are further influenced by four major psychological factors: motivation, perception, learning, and beliefs and attitudes.
(Answer: True; p. 138; Easy)

89. A motive exists when consumers are highly involved with an expensive, infrequent, or risky purchase but see little difference among brands.
(Answer: False; p. 138; Easy)

90. Maslow's theory is that human needs are arranged in a hierarchy. They include physiological needs, safety needs, social needs, esteem needs, and self-actualization needs. An unsatisfied need motivates one to take action to satisfy it.
(Answer: True; p. 139; Moderate)

91. Alternative evaluation is the process by which people select, organize, and interpret information to form a meaningful picture of the world.
(Answer: False; p. 142; Challenging)

92. The consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and purchase decision. The first factor is need recognition.
(Answer: False; p. 143; Moderate)

93. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in postpurchase behavior.
(Answer: True; p. 144; Easy)

94. Almost all major purchases result in cognitive dissonance, or discomfort caused by postpurchase conflict.
(Answer: True; p. 144; Easy)

95. When a consumer learns about a new product for the first time and makes a decision to try it, it is called the alternative evaluation process.
(Answer: False; p. 142; Moderate)

96. People differ greatly in their readiness to try new products. In each product area, there are "consumption pioneers." They are also called laggards.
(Answer: False; p. 146; Challenging)

97. Early adopters are guided by respect; they are opinion leaders in their communities and adopt new ideas early but carefully.
(Answer: True; p. 146; Moderate)

98. The early majority are deliberate; although they rarely are leaders, they adopt new

ideas before the average person.
(Answer: True; p. 146; Moderate)

99. The late majorities are skeptical; they adopt an innovation only after their friends have tried it.
(Answer: False; p. 146; Challenging)

100. In general, innovators tend to be relatively older, more mature, and have a lower income than late adopters.
(Answer: False; p. 146; Challenging)

101. Five characteristics are especially important in influencing an innovation's rate of adoption. Two of these are relative advantage and compatibility.
(Answer: True; p. 147; Moderate)

102. Although consumers in different countries have different values, attitudes, and behaviors, the products they buy are very similar to each other.
(Answer: False; p. 148; Challenging)

103. Dissonance-reducing buying behavior occurs when consumers are highly involved with an expensive, infrequent, or risky purchase but see a lot of difference among brands.
(Answer: False; p. 144; Challenging)

104. Alternative evaluation is how the consumer processes information to arrive at brand choices. Consumers do not use a simple and single evaluation process in all buying situations.
(Answer: True; p. 143; Moderate)

105. The consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and purchase decision. The first factor is need recognition.
(Answer: False; p. 143; Moderate)

1.

2. **Customer value is defined as the customer's evaluation of the perceived difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.**

    1. True
    2. False

3. **Marketing offers are limited to physical products.**

    1. True
    2. False

4. **Human needs are shaped by culture and individual personality.**

1. True
2. False

5. **Selling is managing profitable customer relationships.**

    1. True
    2. False

6. **When railroad companies thought that users wanted trains rather than transportation and overlooked the growing challenge of other modes of transportation they were following the selling concept.**

    1. True
    2. False

7. **Delivering superior customer value and customer satisfaction are the two keys to building lasting customer relationships.**

    1. True
    2. False

8. **The production concept and product concept are two philosophies that can both lead to marketing myopia.**

    1. True
    2. False

9. **When backed by buying power, needs become demands.**

    1. True
    2. False

10. **Customer-perceived value depends on the product's perceived performance relative to a buyer's expectations.**

    1. True
    2. False

11. **Mission statements should be realistic and general in nature.**

1. True
2. False

12. Strategic control involves looking at whether a company's basic strategies are well matched to its opportunities.

1. True
2. False

13. After carefully questioning your msjor suppliers and resellers, you ascertain they do not form important sources of intelligence information for marketing decision making.

1. True
2. False

14. Marketing strategy is the marketing logic by which a company hopes to achieve profitable customer relationships.

1. True
2. False

15. Making more sales to current customers without changing a firm's products is market penetration.

1. True
2. False

16. Your manager asked you to go through three of your competitors' garbage bins to gather marketing intelligence from their discarded paperwork. One of them caught you in the act and has summoned you to court. The judge will most likely rule this to be an illegal activity and fine you and your company.

1. True
2. False

17. Strategic market planning is the task of selecting an overall company strategy for long-run survival and growth.

1. True
2. False

18. When you collect informationfrom your company's accounting and sales records stored in the computer. You are developing an internal database.

1. True
2. False

19. "At Nike, we sell shoes" is a market-oriented business definition.

1. True
2. False

20. Derived demand refers to the business demand that ultimately comes from the demand for consumer goods.

1. True
2. False

21. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

1. True
2. False

22. The late majorities are skeptical; they adopt an innovation only after their friends have tried it.

1. True
2. False

23. The buying center is a fixed and formally identified unit within the buying organization.

1. True
2. False

24. Strategic market planning is the task of selecting an overall company strategy for long-run survival and growth.

1. True
2. False

25. Dissonance-reducing buying behaviour occurs when consumers are highly involved with an expensive, infrequent, or risky purchase but see a lot of difference among brands.

1. True
2. False

26. Demarketing is a marketing philosophy focused upon product differentiation and positioning.

1. True
2. False

27. At Air Online, "we provide online services." is a market-oriented business definition.

1. True
2. False

28. When your marketing manager discussed factors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers, you knew that she was talking about the external marketing concept.

1. True
2. False

29. Customer Relationship Management (CRM) is nothing more than a customer data management activity.

1. True
2. False

30. Alternative evaluation is how the consumer processes information to arrive at brand choices. Consumers do not use a simple and single evaluation process in all buying situations.

1. True
2. False

31. Product, price, place, and promotion make up the elements of a firm's marketing mix.

1. True
2. False

32. Smart marketers look beyond the attributes of the products and services they sell. They create brand experiences for consumers.

1. True
2. False

33. Most firms follow the production concept when they face overcapacity.

1. True
2. False

34. The simplest definition of modern marketing is managing profitable customer relationships.

1. True
2. False

35. The societal marketing concept calls on marketers to balance consumer wants and desires, company profits, and society's interest.

1. True
2. False

36. The selling concept holds that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.

1. True

2. False

37. Marketers of products, services, and ideas only practice marketing, whereas buyers do not.

1. True
2. False

38. At times it becomes necessary to reduce demand for some products and services. When the government tries to reduce smoking of tobacco products, it adds more tax to the products and is practicing demarketing.

1. True
2. False

39. Marketing management is interested in serving all customers in every way to remain competitive in today's markets.

1. True
2. False

40. An exchange is the core concept of marketing, whereas a transaction is marketing's unit of measurement.

1. True
2. False

41. The difference between human needs and wants is that needs are states of felt deprivation.

1. True
2. False

42. When sellers focus on existing needs and lose sight of underlying customer wants, they suffer from marketing myopia.

1. True
2. False

43. Most firms follow the production concept when they face overcapacity.

1. True
2. False

44. Who is our target market and what's our value proposition are two important questions underlying marketing strategy.

1. True
2. False

76. In the last decade, Coach has ignored marketing research when designing new bags.
(Answer: True; p. 96; Easy)

77. Many analysts believe that Coach's exhaustive market research has failed to pay off.
(Answer: True; p. 96; Easy)

78. Today, marketing managers are viewing research information not only as an input for making internal decisions but also as an input for external partners.
(Answer: True; p. 97; Moderate)

79. Most marketers today believe they still lack a sufficient quantity of research data to make high-quality decisions.
(Answer: False; p. 97; Easy)

80. An effective MIS assesses information needs, develops needed information, and distributes the information to help managers use it in decision making.
(Answer: True; p. 98; Moderate)

81. Too much information can be as harmful as too little.
(Answer: True; p. 98; Easy)

82. When you glean information from your company's accounting and sales records stored in the computer, you are developing an internal database.
(Answer: True; p. 99; Moderate)

83. You have just extracted sales and cost data used by the accounting department for preparing financial statements. Most likely, this information should be complete and in useable form to build an internal marketing database.
(Answer: False; p. 99; Challenging)

84. It is important to note that data age quickly, and keeping the database current requires a major effort.
(Answer: True; p. 99; Easy)

85. After carefully questioning your major suppliers and resellers, you ascertain they do not form important sources of intelligence information for marketing decision making.

(Answer: False; p. 101; Challenging)

86. Your manager asked you to go through three of your competitors' garbage bins to gather marketing intelligence from their discarded paperwork. One of them caught you in the act and has summoned you to court. The judge will most likely rule this to be an illegal activity and fine you and your company.
(Answer: False; p. 101; Challenging)

87. Good sources of marketing intelligence information include competitors' annual reports, business publications, trade show exhibits, press releases, advertisements, and Web pages.
(Answer: True; p. 101; Moderate)

88. Your firm faces determined marketing intelligence efforts by competitors. You take the typical response by "letting it ride."
(Answer: False; p. 101; Easy)

89. Marketing research is conducted to systematically design, collect, and report data directly relevant to a specific marketing situation facing the organization.
(Answer: False; p. 102; Moderate)

90. The research and development department just released a report and commented that "Defining the problem and research objectives is often the hardest step in the research process."
(Answer: True; p. 102; Easy)

91. Once the research problems and objectives have been defined, researchers must determine the exact information needed and present it to management.
(Answer: False; p. 102; Challenging)

92. After conducting formal marketing research for your department, you make an oral presentation with notes to management. You are following normal marketing research steps.
(Answer: False; p. 102; Moderate)

93. Marketing researchers can conduct their own searches of secondary data sources today by using commercial secondary data sources.
(Answer: True; p. 103; Easy)

94. Secondary data provide good starting points and often help to define problems and research objectives, though most companies must also collect primary data.
(Answer: True; p. 105; Moderate)
95. ABC Interior Designs wants to collect research data through mechanical observation. The three typical methods are video cameras, checkout scanners, and Internet cookies.
(Answer: False; p. 111; Challenging)

96. A single-source data system uses huge consumer panels and electronically monitors survey respondents' purchases and exposure to various marketing activities.
(Answer: True; p. 107; Moderate)

97. Focus groups use no interviewer to bias the answers, may produce more honest answers, and can be used to collect large amounts of data at a low cost per respondent.
(Answer: False; p. 108; Moderate)

98. You have decided upon a method of collecting research data with flexible interviewing, whereby trained interviewers can explain difficult questions and explore issues as the situation

requires. Audio-visual aids can also be used. We refer to this as focus group interviewing.
(Answer: False; p. 108; Moderate)

99. Parley Trade Shows wants to use the latest technology in marketing research. You are told this method is online (Internet) marketing research.
(Answer: True; p. 109; Easy)

100. Ideally, a sample should be representative so that the researcher can make accurate estimates of the thoughts and behaviors of the larger population.
(Answer: True; p. 110; Easy)

101. You want to calculate confidence limits for sampling error. It would be best to use nonprobability samples.
(Answer: False; p. 110; Challenging)

102. Marketers all agree that questionnaires are the most common research instrument.
(Answer: True; p. 111; Easy)

103. The researcher interprets findings, draws conclusions, and reports those conclusions to management. Ideally, we should present important findings that are useful to the major decisions faced by management to prevent overwhelming them.
(Answer: True; p. 113; Moderate)

104. You have just identified the "touch points" of the 400 best customers in your database. At this point, you want to manage detailed information about each of them to maximize customer loyalty. You should use customer relationship management (CRM).
(Answer: True; p. 113; Challenging)

105. Buy-It-Lower Stores has gained many benefits from CRM. If this company is typical, it will realize how to provide higher levels of customer service and develop deeper customer relationships. Management can also pinpoint low-value customers and begin to eliminate them while tailoring offers to specific customers.
(Answer: False; p. 114; Challenging)

121) Bombay Gifts divides its markets into units of nations, regions, and cities. Bombay uses geographic segmentation.
Answer: TRUE
Diff: 2 Page Ref: 191
AACSB: Analytic Skills
Skill: Application
Objective: 7-2

122) Shopping for the Rich and Famous is a buying service that helps wealthy clients find the best buys in exclusive clothing, high-end cars, travel, and financial services. This firm most likely uses income segmentation.
Answer: TRUE
Diff: 2 Page Ref: 194

AACSB: Reflective Thinking Skills
Skill: Application
Objective: 7-2
123) LaGrange Florists segments markets into groups of nonusers, ex-users, potential users, first-time users, and regular users of its flowers and services. This firm uses usage rate as its segmentation approach.
Answer: FALSE
Diff: 2 Page Ref: 197
AACSB: Analytic Skills
Skill: Application
Objective: 7-2

124) Because Cruise Ships International currently has limited financial and personnel resources, it should avoid concentrated or niche marketing until its resources are again substantial.
Answer: FALSE
Diff: 2 Page Ref: 203
AACSB: Reflective Thinking Skills
Skill: Application
Objective: 7-3

125) Kia offers a new car model with the same features as a comparable but higher priced Toyota or Ford and provides a longer warranty. Kia is following a more-for-less strategy.
Answer: FALSE
Diff: 3 Page Ref: 213
AACSB: Analytic Skills
Skill: Application
Objective: 7-4

1) **We define a _____ as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need.**
A) private brand
B) service variability
C) service
D) product
E) service encounter
Answer: D
Diff: 1 Page Ref: 224
Skill: Concept
Objective: 8-1

101) Today, most companies have moved back toward mass marketing and are being choosier about the customers with whom they wish to build relationships.
Answer: FALSE
Diff: 2 Page Ref: 190
Skill: Concept
Objective: 7-1

102) Your company wants to move away from mass marketing and engage in customer-driven marketing. The four steps to take, in order, are market segmentation, marketing positioning, differentiation, and targeting.
Answer: FALSE
Diff: 2 Page Ref: 190
Skill: Concept
Objective: 7-1

103) Demographic segmentation can be used to divide the market by different time periods of people's lives and different family situations.
Answer: TRUE
Diff: 2 Page Ref: 191
Skill: Concept
Objective: 7-2

104) Gender segmentation has long been used in clothing, cosmetics, toiletries, and magazines.
Answer: TRUE
Diff: 2 Page Ref: 193
AACSB: Multicultural and Diversity Understanding
Skill: Concept
Objective: 7-2

105) Your assignment at work is to divide buyers into different groups based on social class, lifestyle, and personality characteristics. After a planning session with the marketing and sales staff, you issue a memo to upper management recommending psychographic segmentation. You are right on target.
Answer: TRUE
Diff: 2 Page Ref: 194
Skill: Concept
Objective: 7-2

106) Research about and planning for loyalty status as a segmentation approach is generally not useful or practical for most firms.
Answer: FALSE
Diff: 2 Page Ref: 197
Skill: Concept
Objective: 7-2

107) For simplicity's sake, most marketers generally limit their segmentation analysis to one or a few variables.
Answer: FALSE
Diff: 2 Page Ref: 198

Skill: Concept
Objective: 7-2

108) Clusters of marketable groups of customers with similar likes, dislikes, lifestyles, and purchase behaviors can be identified by multivariable segmentation systems that merge and analyze geographic, demographic, lifestyle, and behavioral data.
Answer: TRUE
Diff: 2 Page Ref: 198
AACSB: Use of Information Technology
Skill: Concept
Objective: 7-2

109) There are many exceptions to the geographic segmentation assumption that consumers in nations close to one another will have many common behaviors and traits.
Answer: TRUE
Diff: 2 Page Ref: 199
AACSB: Dynamics of the Global Economy
Skill: Concept
Objective: 7-2

110) Because there is such variation among the economies of countries around the world, it is not practical to segment international markets on the basis of economic factors.
Answer: FALSE
Diff: 2 Page Ref: 199
AACSB: Dynamics of the Global Economy
Skill: Concept
Objective: 7-2

111) In evaluating different market segments, a firm should look at three factors: segment size and growth, segment structural attractiveness, and company objectives and resources.
Answer: TRUE
Diff: 2 Page Ref: 201
Skill: Concept
Objective: 7-3

112) At a recent marketing seminar, the featured speaker stated that a target market consists of a set of buyers who share common needs or characteristics that the company decides to serve. This is a correct definition.
Answer: TRUE
Diff: 1 Page Ref: 201
Skill: Concept
Objective: 7-3

113) Developing a stronger position within several segments creates more total sales than undifferentiated marketing across all segments.
Answer: TRUE

Diff: 2 Page Ref: 202
Skill: Concept
Objective: 7-3

114) Niche marketing offers smaller companies an opportunity to compete by focusing their limited resources on serving niches that may be unimportant to or overlooked by larger companies.
Answer: TRUE
Diff: 1 Page Ref: 203
Skill: Concept
Objective: 7-3

115) Though the use of mass marketing has been widespread in the past 100 years, for centuries consumers were served as individuals as businesses practiced individual marketing.
Answer: TRUE
Diff: 3 Page Ref: 205
Skill: Concept
Objective: 7-3

116) Mass marketing is becoming a marketing principle for the 21st century.
Answer: FALSE
Diff: 2 Page Ref: 205
Skill: Concept
Objective: 7-3

117) When a company chooses a target marketing strategy, its choices are influenced by factors related to company resources, the degree of product variability, and the product's life-cycle stage.
Answer: TRUE
Diff: 3 Page Ref: 206
Skill: Concept
Objective: 7-3

118) A product's position is the way the product is defined by the retailers who sell it to target markets. It is how it is defined on important attributes ■the place the product occupies in the retailers' minds relative to competing products.
Answer: FALSE
Diff: 2 Page Ref: 207
AACSB: Communication Abilities
Skill: Concept
Objective: 7-4

119) Consumers position products in their minds in order to simplify the buying process.
Answer: TRUE
Diff: 3 Page Ref: 207
Skill: Concept
Objective: 7-4

120) A market rarely exists for products that offer less and therefore cost less.
Answer: FALSE
Diff: 3 Page Ref: 214
Skill: Concept

Objective: 7-4

101) Wholesaling includes all the activities involved in selling products or services directly to final consumers for their personal, nonbusiness use.
Answer: FALSE
Diff: 1 Page Ref: 374
Skill: Concept
Objective: 13-1

102) Marketers who use shopper marketing use the retail store itself as an important marketing medium.
Answer: TRUE
Diff: 2 Page Ref: 377
Skill: Concept
Objective: 13-1

103) Department stores carry narrow product lines with deep assortments within those lines.
Answer: FALSE
Diff: 1 Page Ref: 376
Skill: Concept
Objective: 13-1

104) In recent years, convenience stores have redesigned their stores to closely focus on serving their primary target market made up of young, blue-collar men.
Answer: FALSE
Diff: 3 Page Ref: 377
Skill: Concept
Objective: 13-1

105) Category killers carry a deep assortment of a particular product line and have a knowledgeable staff.
Answer: TRUE
Diff: 2 Page Ref: 378
Skill: Concept
Objective: 13-1

106) Off-price retailers pay regular wholesale prices for their merchandise but maintain low prices by accepting lower margins and selling higher volume.
Answer: FALSE
Diff: 2 Page Ref: 378
Skill: Concept
Objective: 13-1

107) A discount store buys at less-than-regular wholesale prices and charges consumers less than retail.
Answer: FALSE
Diff: 2 Page Ref: 378
Skill: Concept
Objective: 13-1

108) Independent off-price retailers may in fact be divisions of larger retail corporations.
Answer: TRUE
Diff: 2 Page Ref: 378
Skill: Concept
Objective: 13-1

109) Warehouse clubs appeal almost exclusively to low-income consumers seeking bargains.
Answer: FALSE
Diff: 2 Page Ref: 381
Skill: Concept
Objective: 13-1

110) Chain stores are located near residential areas and are open long hours, seven days a week; they carry a limited line of high-turnover goods.
Answer: FALSE
Diff: 2 Page Ref: 377
Skill: Concept
Objective: 13-1

111) In a retailer cooperative, independent retailers contract with each other to set up a central buying operation and conduct joint promotional efforts.
Answer: TRUE
Diff: 2 Page Ref: 381
Skill: Concept
Objective: 13-1

112) Retailers first must position themselves in a market and then decide how they will define the target customers in these markets.
Answer: FALSE
Diff: 2 Page Ref: 383
Skill: Concept
Objective: 13-2

113) To create the right atmosphere, some retailers control every aspect of the consumer's store experience, including what customers hear and smell.
Answer: TRUE
Diff: 1 Page Ref: 386
Skill: Concept
Objective: 13-2

114) Power centers are decreasing in number.
Answer: FALSE

Diff: 2 Page Ref: 388
Skill: Concept
Objective: 13-2

115) The wheel-of-retailing concept deals mainly with wholesalers rolling out reduced service levels.
Answer: FALSE
Diff: 2 Page Ref: 390
Skill: Concept
Objective: 13-3

116) The life cycle of new retail forms is getting longer.
Answer: FALSE
Diff: 2 Page Ref: 390
Skill: Concept
Objective: 13-3

117) Retail convergence means greater competition for retailers and greater difficulty in differentiating offerings.
Answer: TRUE
Diff: 2 Page Ref: 390
Skill: Concept
Objective: 13-3

118) Megaretailers have shifted the balance of power between retailers and producers, giving retailers more power.
Answer: TRUE
Diff: 2 Page Ref: 390
Skill: Concept
Objective: 13-3

119) Like retailers, a wholesaler must decide on segmentation and targeting, differentiation and positioning, and the marketing mix.
Answer: TRUE
Diff: 1 Page Ref: 396
Skill: Concept
Objective: 13-4

120) In an automated warehouse, orders are fed directly from the retailer's information system to the wholesaler's, and the items are picked up by mechanical devices and taken to a shipping platform where they are assembled.
Answer: TRUE
Diff: 2 Page Ref: 398
AACSB: Use of Information Technology
Skill: Concept
Objective: 13-4

121) Full-service retailers such as JC Penney provide more sales assistance because they carry more shopping goods about which customers need information.
Answer: FALSE
Diff: 3 Page Ref: 376
AACSB: Reflective Thinking Skills

Skill: Application
Objective: 13-1

122) Limited-service retailers, such as specialty stores and first-class department stores, employ salespeople who assist customers in every phase of the shopping process.
Answer: FALSE
Diff: 2 Page Ref: 376
AACSB: Reflective Thinking Skills
Skill: Synthesis
Objective: 13-1

123) Factory outlets, independent off-price retailers, and warehouse clubs all buy their merchandise in a similar fashion.
Answer: TRUE
Diff: 3 Page Ref: 378
AACSB: Reflective Thinking Skills
Skill: Critical Thinking
Objective: 13-1

124) Unlike mass marketers, niche marketers expect to see continued growth in their online sales.
Answer: FALSE
Diff: 3 Page Ref: 391
AACSB: Use of Information Technology
Skill: Application
Objective: 13-3

125) The distinction between large retailers and large wholesalers is changing because most large wholesalers are abandoning their retail operations.
Answer: FALSE
Diff: 2 Page Ref: 400
AACSB: Reflective Thinking Skills
Skill: Application
Objective: 13-4

101) Prices have a direct impact on a company's bottom line.
Answer: TRUE
Diff: 1 Page Ref: 290
Skill: Concept
Objective: 10-1

102) Demand and consumer value perceptions set the floor for prices.
Answer: FALSE
Diff: 2 Page Ref: 291
Skill: Concept
Objective: 10-2

103) Product costs set a floor to the price; consumer perceptions of the product's value set the ceiling.
Answer: TRUE
Diff: 2 Page Ref: 291
Skill: Concept
Objective: 10-2

104) Value-based pricing is being used when costs vary directly with the level of product.
Answer: FALSE
Diff: 3 Page Ref: 291
Skill: Concept
Objective: 10-2

105) Value-based pricing uses the company's perception of value.
Answer: FALSE
Diff: 2 Page Ref: 291
Skill: Concept
Objective: 10-2

106) Value-based pricing is the reverse of cost-based pricing.
Answer: TRUE
Diff: 2 Page Ref: 291
Skill: Concept
Objective: 10-2

107) EDLP is very similar to high-low pricing.
Answer: FALSE
Diff: 2 Page Ref: 293
Skill: Concept
Objective: 10-2

108) Overhead cost is another term for fixed cost.
Answer: TRUE
Diff: 1 Page Ref: 296
Skill: Concept
Objective: 10-2

109) Cost-based pricing relies on consumer perception of value to drive pricing.
Answer: FALSE
Diff: 2 Page Ref: 295
Skill: Concept
Objective: 10-2

110) Average unit cost increases with accumulated production experience.
Answer: FALSE
Diff: 1 Page Ref: 297
Skill: Concept
Objective: 10-2

111) An upward-sloping experience curve is beneficial for a company.
Answer: FALSE
Diff: 3 Page Ref: 297
Skill: Concept
Objective: 10-2

112) The simplest pricing method is cost-plus pricing, which involves adding a standard markup to the cost of the product.
Answer: TRUE
Diff: 1 Page Ref: 297
Skill: Concept
Objective: 10-2

113) Markup pricing is popular because prices tend to be similar and price competition is thus minimized.
Answer: TRUE
Diff: 2 Page Ref: 298
Skill: Concept
Objective: 10-2

114) Target return pricing is used when a firm tries to determine the price at which it will break even or make the profit it is seeking.
Answer: TRUE
Diff: 3 Page Ref: 298
Skill: Concept
Objective: 10-2

115) A break-even chart shows the total cost and total revenue expected at various sales volume levels.
Answer: TRUE
Diff: 2 Page Ref: 298
Skill: Concept
Objective: 10-2

116) Environmental elements are categorized as external factors that affect pricing decisions.
Answer: TRUE
Diff: 2 Page Ref: 300
Skill: Concept
Objective: 10-3

117) In a pure monopoly, the market consists of one seller.
Answer: TRUE
Diff: 2 Page Ref: 302
Skill: Concept
Objective: 10-3

118) The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal cases, the higher the price, the lower the demand.
Answer: TRUE
Diff: 2 Page Ref: 302
Skill: Concept
Objective: 10-3

119) If demand changes greatly with price, we say the demand is inelastic.
Answer: FALSE
Diff: 2 Page Ref: 303
Skill: Concept
Objective: 10-3

120) Once a company cuts prices, it's difficulty to raise prices again when the economy recovers.
Answer: TRUE
Diff: 2 Page Ref: 304
Skill: Concept
Objective: 10-3

121) When faced with price competition, cutting prices is often not the best answer.
Answer: TRUE
Diff: 2 Page Ref: 290
AACSB: Reflective Thinking Skills
Skill: Application
Objective: 10-1
122) Using value-based pricing, a marketer would not design a product and marketing program before setting the price.
Answer: TRUE
Diff: 3 Page Ref: 291
AACSB: Reflective Thinking Skills
Skill: Application
Objective: 10-2

123) Monopolies charge the full price because they do not fear attracting competition or regulation.
Answer: FALSE
Diff: 2 Page Ref: 302
AACSB: Reflective Thinking Skills
Skill: Synthesis
Objective: 10-3

124) Marketers may learn a few simple rules that apply equally to all price-demand relationships.
Answer: FALSE
Diff: 2 Page Ref: 302
AACSB: Reflective Thinking Skills
Skill: Critical Thinking

Objective: 10-3

125) The more elastic the demand, the more it pays for the seller to raise the price.
Answer: FALSE
Diff: 2 Page Ref: 303
AACSB: Reflective Thinking Skills
Skill: Critical Thinking

Objective: 10-3

101) A company's marketing communications mix is also called its promotion mix.
Answer: TRUE
Diff: 1 Page Ref: 408
AACSB: Communication Abilities
Skill: Concept
Objective: 14-1
102) Sales promotion makes use of press releases and special events.
Answer: FALSE
Diff: 2 Page Ref: 408
AACSB: Communication Abilities
Skill: Concept
Objective: 14-1

103) Mass markets have fragmented; thus, marketers are shifting away from mass marketing.
Answer: TRUE
Diff: 2 Page Ref: 409
AACSB: Communication Abilities
Skill: Concept
Objective: 14-2

104) Though mass marketing was effective in past decades, large companies no longer routinely invest large chunks of their advertising budgets in mass media outlets such as television and magazines.
Answer: FALSE
Diff: 2 Page Ref: 410
AACSB: Communication Abilities
Skill: Concept
Objective: 14-2

105) New communications technologies such as cell phones and the Internet give companies new media for interacting with targeted consumers, but these new technologies also give consumers more control over the advertising messages they receive.
Answer: TRUE
Diff: 2 Page Ref: 409
AACSB: Use of Information Technology
Skill: Concept
Objective: 14-2

106) Mass marketers can expect consumers to distinguish between commercial message sources to maintain a clear image of a company and its brands.
Answer: FALSE
Diff: 2 Page Ref: 410
AACSB: Communication Abilities
Skill: Concept
Objective: 14-2

107) The integrated marketing concept ties together all of the company's messages and images.
Answer: TRUE
Diff: 1 Page Ref: 412
AACSB: Communication Abilities
Skill: Concept
Objective: 14-2

108) Integrated marketing communications allows different brand messages to be developed by different departments within an organization.
Answer: FALSE
Diff: 2 Page Ref: 412
AACSB: Communication Abilities
Skill: Concept
Objective: 14-2

109) A marketing communications director has overall responsibility for the company's communications efforts.
Answer: TRUE
Diff: 2 Page Ref: 414
AACSB: Communication Abilities
Skill: Concept
Objective: 14-2

110) The communications process should start with mass media advertising to reach many consumers.
Answer: FALSE
Diff: 2 Page Ref: 414
AACSB: Communication Abilities
Skill: Concept
Objective: 14-3

111) The four major communication functions are encoding, decoding, response, and noise.
Answer: FALSE
Diff: 2 Page Ref: 414
AACSB: Communication Abilities
Skill: Concept
Objective: 14-3

112) Encoding is the process by which the receiver assigns meaning to symbols.
Answer: FALSE
Diff: 2 Page Ref: 415
AACSB: Communication Abilities

Skill: Concept
Objective: 14-3

113) Decoding is the process of putting thought into symbolic form.
Answer: FALSE
Diff: 2 Page Ref: 415
AACSB: Communication Abilities
Skill: Concept
Objective: 14-3

114) Awareness, knowledge, and preference are buyer-readiness stages.
Answer: TRUE
Diff: 2 Page Ref: 416
Skill: Concept
Objective: 14-3

115) There are three types of appeal from which marketers may choose as they design their message content. These types are rational, emotional, and moral appeals.
Answer: TRUE
Diff: 2 Page Ref: 417
AACSB: Communication Abilities
Skill: Concept
Objective: 14-3

116) Buzz marketing involves cultivating opinion leaders and getting them to spread information about a product or service to others in their communities.
Answer: TRUE
Diff: 1 Page Ref: 419
AACSB: Communication Abilities
Skill: Concept
Objective: 14-3

117) The percentage-of-sales method wrongly views sales as the cause of promotion rather than the result.
Answer: TRUE
Diff: 2 Page Ref: 423
Skill: Concept
Objective: 14-4

118) The affordable method sets promotion budgets to match competitors' outlays.
Answer: FALSE
Diff: 2 Page Ref: 423
Skill: Concept
Objective: 14-4

119) Large-scale advertising conveys a positive message about the seller's size, popularity, and success.
Answer: TRUE

Diff: 2 Page Ref: 424
Skill: Concept
Objective: 14-4

120) If the pull strategy is effective, consumers will then demand the product from channel members, who will in turn demand it from producers.
Answer: TRUE
Diff: 2 Page Ref: 425
Skill: Concept
Objective: 14-4

121) Vast improvements in information technology are speeding the movement toward segmented marketing.
Answer: TRUE
Diff: 3 Page Ref: 409
AACSB: Use of Information Technology
Skill: Synthesis
Objective: 14-2

122) "Teaser" advertising is most closely associated with the buyer-readiness stage of liking a product.
Answer: FALSE
Diff: 3 Page Ref: 416
AACSB: Analytic Skills
Skill: Application
Objective: 14-3

123) The "Stop. Think. Tylenol." ad is an example of a moral appeal.
Answer: FALSE
Diff: 2 Page Ref: 417
AACSB: Analytic Skills
Skill: Application
Objective: 14-3

124) Advertisements for prescription drugs often feature potential benefits and negative side effects that consumers may experience with use of the medication. These ads present two-sided arguments.
Answer: TRUE
Diff: 2 Page Ref: 418
AACSB: Analytic Skills
Skill: Application
Objective: 14-3

125) A recent trend toward more push than pull in the mixes of consumer-goods companies may achieve short-run sales at the expense of brand equity.
Answer: TRUE
Diff: 3 Page Ref: 426
AACSB: Reflective Thinking Skills
Skill: Application
Objective: 14-4

101) A firm can obtain new products in two ways: acquisition or new-product development.
Answer: TRUE
Diff: 2 Page Ref: 260
Skill: Concept
Objective: 9-1

102) Up to 80 percent of all new consumer products fail or seriously underperform.
Answer: TRUE
Diff: 2 Page Ref: 260
Skill: Concept
Objective: 9-1

103) New-product development begins with a systematic search for new product ideas through idea generation.
Answer: TRUE
Diff: 1 Page Ref: 261
Skill: Concept
Objective: 9-2

104) Companies rarely solicit ideas from customers during the idea generation stage of product development.
Answer: FALSE
Diff: 1 Page Ref: 262
Skill: Concept
Objective: 9-2

105) A product idea is an idea for a possible product a company can offer the market, while a product concept is a detailed version of the idea stated in meaningful consumer terms.
Answer: TRUE
Diff: 3 Page Ref: 264
Skill: Concept
Objective: 9-2

106) Concept testing works best with people who are familiar with the new idea and the new product's purpose. This generally includes top management, the sales force, and research and development.
Answer: FALSE
Diff: 3 Page Ref: 265
Skill: Concept
Objective: 9-2

107) The business analysis stage represents the first large jump in financial investment in the new-product development process.
Answer: FALSE
Diff: 2 Page Ref: 266
Skill: Concept

Objective: 9-2

108) The stage at which new product and marketing programs are introduced into realistic market settings is called concept testing.
Answer: FALSE
Diff: 1 Page Ref: 267
Skill: Concept
Objective: 9-2

109) A company launching a new product into the market must first decide on when to launch the product.
Answer: TRUE
Diff: 2 Page Ref: 268
Skill: Concept
Objective: 9-2

110) JumBo Games is launching a new set of game toys in the commercialization stage. The first decision to make is introduction timing and the second is where to launch the new product.
Answer: TRUE
Diff: 2 Page Ref: 268
Skill: Concept
Objective: 9-2

111) Sequential product development has the advantage of not only being a team-oriented approach, but also of being faster in bringing products to market.
Answer: FALSE
Diff: 2 Page Ref: 270
Skill: Concept
Objective: 9-2

112) To avoid too few new-product ideas and the failure of many good ideas, management should install an innovation management system that collects, reviews, evaluates, and manages new-product ideas.
Answer: TRUE
Diff: 2 Page Ref: 270
Skill: Concept
Objective: 9-2

113) Using the PLC concept to develop marketing strategy can be problematic because strategy is both a cause and a result of the product's life cycle.
Answer: TRUE
Diff: 3 Page Ref: 275
Skill: Concept
Objective: 9-3

114) Profits rise during the growth stage of the PLC because promotion costs are spread over a large volume and unit manufacturing costs fall.
Answer: TRUE
Diff: 2 Page Ref: 275

Skill: Concept
Objective: 9-3

115) Although products that remain in the maturity stage of the PLC seem unchanged, the most successful ones actually evolve to meet changing consumer needs.
Answer: TRUE
Diff: 2 Page Ref: 277
Skill: Concept
Objective: 9-3

116) When sales of a product falter during the PLC, a company can take several approaches. The more common ones are to modify the marketing mix, modify the product, or modify the market.
Answer: TRUE
Diff: 2 Page Ref: 277
Skill: Concept
Objective: 9-3

117) Companies need to pay attention to their aging products. Management should regularly review sales, market shares, costs, and profit trends, and then decide whether to maintain, harvest, or drop these declining products.
Answer: TRUE
Diff: 2 Page Ref: 279
Skill: Concept
Objective: 9-3

118) When a company decides to maintain a product in the decline stage, it will reduce costs and hope that sales hold up to increase the profits in the short run.
Answer: FALSE
Diff: 2 Page Ref: 279
Skill: Concept
Objective: 9-3

119) The federal government may prevent a company from adding products through acquisitions if acquisition threatens to lessen competition.
Answer: TRUE
Diff: 2 Page Ref: 280
AACSB: Ethical Understanding and Reasoning Abilities
Skill: Concept
Objective: 9-4

120) The international growth of many professional and business services such as accounting, consulting, and advertising led to the globalization of the client companies they serve.
Answer: FALSE
Diff: 3 Page Ref: 282
AACSB: Multicultural and Diversity Understanding
Skill: Concept
Objective: 9-4

121) Malibu Beach Parties finds that the tastes and preferences of its customers change more rapidly than in the past. The manager should constantly look for external ideas from customers, suppliers, and the competition.
Answer: TRUE
Diff: 2 Page Ref: 262
AACSB: Reflective Thinking Skills
Skill: Critical Thinking
Objective: 9-2

122) Blair Housewares wants to add new lines of products to its 46-store chain. Managers are correct in believing that the purpose of idea generation is to create a few ideas and the purpose of succeeding stages is to increase that number.
Answer: FALSE
Diff: 2 Page Ref: 264
AACSB: Reflective Thinking Skills
Skill: Application
Objective: 9-2

123) GreenTree Lawn and Garden Products is engaged in marketing strategy development. Management should first create a statement outlining the product's planned price, distribution, and marketing budget for the first year.
Answer: FALSE
Diff: 3 Page Ref: 265
AACSB: Reflective Thinking Skills
Skill: Application
Objective: 9-2

124) GreenTree Lawn and Garden Products is engaged in a review of the sales, costs, and profit projections for some new products to find out whether they satisfy the company's objectives. This activity is called business product development.
Answer: FALSE
Diff: 2 Page Ref: 266
AACSB: Analytic Skills
Skill: Application
Objective: 9-2

125) Sales for the time-tried household cleansers made by Brite and New, Inc. have been declining for some time. If these products are typical, sales are declining because of technological advances, shifts in consumer tastes, and lack of raw materials from foreign suppliers.
Answer: FALSE
Diff: 3 Page Ref: 278
AACSB: Reflective Thinking Skills
Skill: Application

Objective: 9-3

101) A service is anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need.
Answer: FALSE

Diff: 1 Page Ref: 224
Skill: Concept
Objective: 8-1

102) Unsought products are products that the customer usually buys frequently, immediately, and with a minimum of comparison and buying effort.
Answer: FALSE
Diff: 1 Page Ref: 227
Skill: Concept
Objective: 8-1

103) Shopping products are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price, and style.
Answer: TRUE
Diff: 1 Page Ref: 226
Skill: Concept
Objective: 8-1

104) Style is a larger concept than design. Design describes the appearance of a product.
Answer: FALSE
Diff: 3 Page Ref: 230
Skill: Concept
Objective: 8-2

105) Branding can add consumer value to a product.
Answer: TRUE
Diff: 2 Page Ref: 231
AACSB: Communication Abilities
Skill: Concept
Objective: 8-2

106) Because so many purchase decisions are made in stores, a product's packaging may be a seller's last and best chance to influence consumers.
Answer: TRUE
Diff: 2 Page Ref: 232
AACSB: Communication Abilities
Skill: Concept
Objective: 8-2

107) Product support services identify the product or brand, describe several things about the product, and promote the product through attractive graphics.
Answer: FALSE
Diff: 2 Page Ref: 233
AACSB: Communication Abilities
Skill: Concept
Objective: 8-2

108) Cannibalization and customer confusion about product differentiation are two potential results if line filling is overdone.

Answer: TRUE
Diff: 3 Page Ref: 235
Skill: Concept
Objective: 8-2

109) A company can stretch its product either upward or downward, but not both directions.
Answer: FALSE
Diff: 2 Page Ref: 235
Skill: Concept
Objective: 8-2

110) A company might stretch its product line upward to add prestige to its current products.
Answer: TRUE
Diff: 2 Page Ref: 235
Skill: Concept
Objective: 8-2

111) A company's product mix has four important dimensions: width, length, depth, and consistency.
Answer: TRUE
Diff: 2 Page Ref: 235
Skill: Concept
Objective: 8-2

112) Service inseparability means that the quality of services depends on who provides them, as well as when, where, and how they are provided.
Answer: FALSE
Diff: 2 Page Ref: 237
Skill: Concept
Objective: 8-3

113) In a service business, the customer and front-line service employee interact to create the service.
Answer: TRUE
Diff: 2 Page Ref: 238
Skill: Concept
Objective: 8-3

114) The service-profit chain is the set of all product lines and items that a particular seller offers for sale.
Answer: FALSE
Diff: 2 Page Ref: 238
Skill: Concept
Objective: 8-3

115) One aspect of managing service differentiation is the company's service delivery.
Answer: TRUE
Diff: 2 Page Ref: 241

Skill: Concept
Objective: 8-3

116) Customer retention is perhaps the best measure of quality ■a service firm's ability to hang on to its customers depends on how consistently it delivers value to them.
Answer: TRUE
Diff: 2 Page Ref: 242
Skill: Concept
Objective: 8-3

117) Good service recovery can turn angry customers into loyal customers and can even win more customer purchasing and loyalty than if no problem had occurred in the first place.
Answer: FALSE
Diff: 2 Page Ref: 242
Skill: Concept
Objective: 8-3

118) Attributes are the least desirable level for brand positioning because competitors can easily copy attributes and customers are more interested in what attributes will do for them than in the attributes themselves.
Answer: TRUE
Diff: 2 Page Ref: 244
Skill: Concept
Objective: 8-4

119) When a company introduces a new brand name in the same product category, it is called line extension.
Answer: FALSE
Diff: 2 Page Ref: 250
Skill: Concept
Objective: 8-4

120) Customers come to know a brand through a wide range of contacts and touch points, including word of mouth, personal interactions with company people, telephone interactions, and company Web pages.
Answer: TRUE
Diff: 1 Page Ref: 251
AACSB: Communication Abilities
Skill: Concept
Objective: 8-4

121) Sony offers consumers more than just camcorders; it provides consumers with a complete solution to their picture-taking problems. This offering is called an augmented product.
Answer: TRUE
Diff: 3 Page Ref: 226
AACSB: Analytic Skills
Skill: Application

Objective: 8-1

122) Quaker produces a variety of cereals. This variety is called its product line.
Answer: TRUE
Diff: 2 Page Ref: 234
AACSB: Analytic Skills
Skill: Application
Objective: 8-2

123) An example of service variability is that within a given Marriott hotel, one registration-desk employee may be cheerful and efficient, whereas another may be unpleasant and slow.
Answer: TRUE
Diff: 2 Page Ref: 238
AACSB: Analytic Skills
Skill: Application
Objective: 8-3

124) Dove marketers can go beyond the brand's cleansing cream properties and talk about the resulting benefit of softer skin. This is known as product attributes in brand positioning.
Answer: FALSE
Diff: 3 Page Ref: 244
AACSB: Analytic Skills
Skill: Application
Objective: 8-4

125) Retailers and wholesalers who have created their own brands ■such as Walmart's Sam's Choice beverages and food products ■are participating in co-branding.
Answer: FALSE
Diff: 3 Page Ref: 246
AACSB: Reflective Thinking Skills
Skill: Application
Objective: 8-4

101) Today, most companies have moved back toward mass marketing and are being choosier about the customers with whom they wish to build relationships.
Answer: FALSE
Diff: 2 Page Ref: 190
Skill: Concept
Objective: 7-1

102) Your company wants to move away from mass marketing and engage in customer-driven marketing. The four steps to take, in order, are market segmentation, marketing positioning, differentiation, and targeting.

Answer: FALSE
Diff: 2 Page Ref: 190
Skill: Concept
Objective: 7-1

103) Demographic segmentation can be used to divide the market by different time periods of people's lives and different family situations.
Answer: TRUE
Diff: 2 Page Ref: 191
Skill: Concept
Objective: 7-2

104) Gender segmentation has long been used in clothing, cosmetics, toiletries, and magazines.
Answer: TRUE
Diff: 2 Page Ref: 193
AACSB: Multicultural and Diversity Understanding
Skill: Concept
Objective: 7-2

105) Your assignment at work is to divide buyers into different groups based on social class, lifestyle, and personality characteristics. After a planning session with the marketing and sales staff, you issue a memo to upper management recommending psychographic segmentation. You are right on target.
Answer: TRUE
Diff: 2 Page Ref: 194
Skill: Concept
Objective: 7-2

106) Research about and planning for loyalty status as a segmentation approach is generally not useful or practical for most firms.
Answer: FALSE
Diff: 2 Page Ref: 197
Skill: Concept
Objective: 7-2

107) For simplicity's sake, most marketers generally limit their segmentation analysis to one or a few variables.
Answer: FALSE
Diff: 2 Page Ref: 198
Skill: Concept
Objective: 7-2

108) Clusters of marketable groups of customers with similar likes, dislikes, lifestyles, and purchase behaviors can be identified by multivariable segmentation systems that merge and analyze geographic, demographic, lifestyle, and behavioral data.
Answer: TRUE
Diff: 2 Page Ref: 198
AACSB: Use of Information Technology

Skill: Concept
Objective: 7-2

109) There are many exceptions to the geographic segmentation assumption that consumers in nations close to one another will have many common behaviors and traits.
Answer: TRUE
Diff: 2 Page Ref: 199
AACSB: Dynamics of the Global Economy
Skill: Concept
Objective: 7-2

110) Because there is such variation among the economies of countries around the world, it is not practical to segment international markets on the basis of economic factors.
Answer: FALSE
Diff: 2 Page Ref: 199
AACSB: Dynamics of the Global Economy
Skill: Concept
Objective: 7-2

111) In evaluating different market segments, a firm should look at three factors: segment size and growth, segment structural attractiveness, and company objectives and resources.
Answer: TRUE
Diff: 2 Page Ref: 201
Skill: Concept
Objective: 7-3

112) At a recent marketing seminar, the featured speaker stated that a target market consists of a set of buyers who share common needs or characteristics that the company decides to serve. This is a correct definition.
Answer: TRUE
Diff: 1 Page Ref: 201
Skill: Concept
Objective: 7-3

113) Developing a stronger position within several segments creates more total sales than undifferentiated marketing across all segments.
Answer: TRUE
Diff: 2 Page Ref: 202
Skill: Concept
Objective: 7-3

114) Niche marketing offers smaller companies an opportunity to compete by focusing their limited resources on serving niches that may be unimportant to or overlooked by larger companies.
Answer: TRUE
Diff: 1 Page Ref: 203
Skill: Concept
Objective: 7-3

115) Though the use of mass marketing has been widespread in the past 100 years, for centuries consumers were served as individuals as businesses practiced individual marketing.
Answer: TRUE
Diff: 3 Page Ref: 205
Skill: Concept
Objective: 7-3

116) Mass marketing is becoming a marketing principle for the 21st century.
Answer: FALSE
Diff: 2 Page Ref: 205
Skill: Concept
Objective: 7-3
117) When a company chooses a target marketing strategy, its choices are influenced by factors related to company resources, the degree of product variability, and the product's life-cycle stage.
Answer: TRUE
Diff: 3 Page Ref: 206
Skill: Concept
Objective: 7-3

118) A product's position is the way the product is defined by the retailers who sell it to target markets. It is how it is defined on important attributes ■the place the product occupies in the retailers' minds relative to competing products.
Answer: FALSE
Diff: 2 Page Ref: 207
AACSB: Communication Abilities
Skill: Concept
Objective: 7-4

119) Consumers position products in their minds in order to simplify the buying process.
Answer: TRUE
Diff: 3 Page Ref: 207
Skill: Concept
Objective: 7-4

120) A market rarely exists for products that offer less and therefore cost less.
Answer: FALSE
Diff: 3 Page Ref: 214
Skill: Concept

Objective: 7-4

101) Wholesaling includes all the activities involved in selling products or services directly to final consumers for their personal, nonbusiness use.
Answer: FALSE
Diff: 1 Page Ref: 374
Skill: Concept

Objective: 13-1

102) Marketers who use shopper marketing use the retail store itself as an important marketing medium.
Answer: TRUE
Diff: 2 Page Ref: 377
Skill: Concept
Objective: 13-1

103) Department stores carry narrow product lines with deep assortments within those lines.
Answer: FALSE
Diff: 1 Page Ref: 376
Skill: Concept
Objective: 13-1

104) In recent years, convenience stores have redesigned their stores to closely focus on serving their primary target market made up of young, blue-collar men.
Answer: FALSE
Diff: 3 Page Ref: 377
Skill: Concept
Objective: 13-1

105) Category killers carry a deep assortment of a particular product line and have a knowledgeable staff.
Answer: TRUE
Diff: 2 Page Ref: 378
Skill: Concept
Objective: 13-1

106) Off-price retailers pay regular wholesale prices for their merchandise but maintain low prices by accepting lower margins and selling higher volume.
Answer: FALSE
Diff: 2 Page Ref: 378
Skill: Concept
Objective: 13-1

107) A discount store buys at less-than-regular wholesale prices and charges consumers less than retail.
Answer: FALSE
Diff: 2 Page Ref: 378
Skill: Concept
Objective: 13-1

108) Independent off-price retailers may in fact be divisions of larger retail corporations.
Answer: TRUE
Diff: 2 Page Ref: 378
Skill: Concept
Objective: 13-1

109) Warehouse clubs appeal almost exclusively to low-income consumers seeking bargains.
Answer: FALSE
Diff: 2 Page Ref: 381
Skill: Concept
Objective: 13-1

110) Chain stores are located near residential areas and are open long hours, seven days a week; they carry a limited line of high-turnover goods.
Answer: FALSE
Diff: 2 Page Ref: 377
Skill: Concept
Objective: 13-1

111) In a retailer cooperative, independent retailers contract with each other to set up a central buying operation and conduct joint promotional efforts.
Answer: TRUE
Diff: 2 Page Ref: 381
Skill: Concept
Objective: 13-1

112) Retailers first must position themselves in a market and then decide how they will define the target customers in these markets.
Answer: FALSE
Diff: 2 Page Ref: 383
Skill: Concept
Objective: 13-2

113) To create the right atmosphere, some retailers control every aspect of the consumer's store experience, including what customers hear and smell.
Answer: TRUE
Diff: 1 Page Ref: 386
Skill: Concept
Objective: 13-2

114) Power centers are decreasing in number.
Answer: FALSE
Diff: 2 Page Ref: 388
Skill: Concept
Objective: 13-2

115) The wheel-of-retailing concept deals mainly with wholesalers rolling out reduced service levels.
Answer: FALSE
Diff: 2 Page Ref: 390
Skill: Concept
Objective: 13-3

116) The life cycle of new retail forms is getting longer.
Answer: FALSE
Diff: 2 Page Ref: 390

Skill: Concept
Objective: 13-3

117) Retail convergence means greater competition for retailers and greater difficulty in differentiating offerings.
Answer: TRUE
Diff: 2 Page Ref: 390
Skill: Concept
Objective: 13-3
118) Megaretailers have shifted the balance of power between retailers and producers, giving retailers more power.
Answer: TRUE
Diff: 2 Page Ref: 390
Skill: Concept
Objective: 13-3

119) Like retailers, a wholesaler must decide on segmentation and targeting, differentiation and positioning, and the marketing mix.
Answer: TRUE
Diff: 1 Page Ref: 396
Skill: Concept
Objective: 13-4

120) In an automated warehouse, orders are fed directly from the retailer's information system to the wholesaler's, and the items are picked up by mechanical devices and taken to a shipping platform where they are assembled.
Answer: TRUE
Diff: 2 Page Ref: 398
AACSB: Use of Information Technology
Skill: Concept
Objective: 13-4

121) Full-service retailers such as JC Penney provide more sales assistance because they carry more shopping goods about which customers need information.
Answer: FALSE
Diff: 3 Page Ref: 376
AACSB: Reflective Thinking Skills
Skill: Application
Objective: 13-1

122) Limited-service retailers, such as specialty stores and first-class department stores, employ salespeople who assist customers in every phase of the shopping process.
Answer: FALSE
Diff: 2 Page Ref: 376
AACSB: Reflective Thinking Skills
Skill: Synthesis
Objective: 13-1

123) Factory outlets, independent off-price retailers, and warehouse clubs all buy their merchandise in a similar fashion.

Answer: TRUE
Diff: 3 Page Ref: 378
AACSB: Reflective Thinking Skills
Skill: Critical Thinking
Objective: 13-1
124) Unlike mass marketers, niche marketers expect to see continued growth in their online sales.
Answer: FALSE
Diff: 3 Page Ref: 391
AACSB: Use of Information Technology
Skill: Application
Objective: 13-3

125) The distinction between large retailers and large wholesalers is changing because most large wholesalers are abandoning their retail operations.
Answer: FALSE
Diff: 2 Page Ref: 400
AACSB: Reflective Thinking Skills
Skill: Application
Objective: 13-4

101) A service is anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need.
Answer: FALSE
Diff: 1 Page Ref: 224
Skill: Concept
Objective: 8-1

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Objective: 8-1

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Answer: TRUE
Diff: 1 Page Ref: 226
Skill: Concept
Objective: 8-1

104) Style is a larger concept than design. Design describes the appearance of a product.
Answer: FALSE
Diff: 3 Page Ref: 230
Skill: Concept
Objective: 8-2

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Answer: TRUE

Diff: 2 Page Ref: 231
AACSB: Communication Abilities
Skill: Concept
Objective: 8-2

106) Because so many purchase decisions are made in stores, a product's packaging may be a seller's last and best chance to influence consumers.
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Skill: Concept
Objective: 8-2

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Skill: Concept
Objective: 8-2

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Objective: 8-2

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Diff: 2 Page Ref: 235
Skill: Concept
Objective: 8-2

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Answer: TRUE
Diff: 2 Page Ref: 235
Skill: Concept
Objective: 8-2

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Diff: 2 Page Ref: 235
Skill: Concept
Objective: 8-2

112) Service inseparability means that the quality of services depends on who provides them, as well as when, where, and how they are provided.
Answer: FALSE
Diff: 2 Page Ref: 237
Skill: Concept
Objective: 8-3
113) In a service business, the customer and front-line service employee interact to create the service.
Answer: TRUE
Diff: 2 Page Ref: 238
Skill: Concept
Objective: 8-3

114) The service-profit chain is the set of all product lines and items that a particular seller offers for sale.
Answer: FALSE
Diff: 2 Page Ref: 238
Skill: Concept
Objective: 8-3

115) One aspect of managing service differentiation is the company's service delivery.
Answer: TRUE
Diff: 2 Page Ref: 241
Skill: Concept
Objective: 8-3

116) Customer retention is perhaps the best measure of quality ■a service firm's ability to hang on to its customers depends on how consistently it delivers value to them.
Answer: TRUE
Diff: 2 Page Ref: 242
Skill: Concept
Objective: 8-3

117) Good service recovery can turn angry customers into loyal customers and can even win more customer purchasing and loyalty than if no problem had occurred in the first place.
Answer: FALSE
Diff: 2 Page Ref: 242
Skill: Concept
Objective: 8-3

118) Attributes are the least desirable level for brand positioning because competitors can easily copy attributes and customers are more interested in what attributes will do for them than in the attributes themselves.
Answer: TRUE
Diff: 2 Page Ref: 244

Skill: Concept
Objective: 8-4

119) When a company introduces a new brand name in the same product category, it is called line extension.
Answer: FALSE
Diff: 2 Page Ref: 250
Skill: Concept
Objective: 8-4

120) Customers come to know a brand through a wide range of contacts and touch points, including word of mouth, personal interactions with company people, telephone interactions, and company Web pages.
Answer: TRUE
Diff: 1 Page Ref: 251
AACSB: Communication Abilities
Skill: Concept
Objective: 8-4

121) Sony offers consumers more than just camcorders; it provides consumers with a complete solution to their picture-taking problems. This offering is called an augmented product.
Answer: TRUE
Diff: 3 Page Ref: 226
AACSB: Analytic Skills
Skill: Application
Objective: 8-1

122) Quaker produces a variety of cereals. This variety is called its product line.
Answer: TRUE
Diff: 2 Page Ref: 234
AACSB: Analytic Skills
Skill: Application
Objective: 8-2

123) An example of service variability is that within a given Marriott hotel, one registration-desk employee may be cheerful and efficient, whereas another may be unpleasant and slow.
Answer: TRUE
Diff: 2 Page Ref: 238
AACSB: Analytic Skills
Skill: Application
Objective: 8-3

124) Dove marketers can go beyond the brand's cleansing cream properties and talk about the resulting benefit of softer skin. This is known as product attributes in brand positioning.
Answer: FALSE
Diff: 3 Page Ref: 244
AACSB: Analytic Skills
Skill: Application
Objective: 8-4

125) Retailers and wholesalers who have created their own brands ■such as Walmart's Sam's Choice beverages and food products ■are participating in co-branding.
Answer: FALSE
Diff: 3 Page Ref: 246
AACSB: Reflective Thinking Skills
Skill: Application
Objective: 8-4

True/False

1. Companies tend to set a pricing structure, rather than a single price, that covers different items in its line.
(True; p. 274; Moderate)

2. Companies that set a low initial price in order to get their "foot in the door" quickly and deeply, attract a large number of buyers quickly, and win a large market share practice market-skimming pricing.
(False; p. 275; Easy)

3. Pricing often plays an important role in helping to accomplish a company's multi-level objectives.
(True; p. 263; Easy)

4. Melt-In-Your-Mouth Candy Stores prices its candy displays at ten different price levels, ranging from $2.00 per pound to $4.95 per pound. This is an illustration of price points.
(True; p. 276; Moderate)

5. Target costing reverses the usual marketing process.
(True; p. 269; Easy)

6. *Overhead cost* is another term for *variable cost.*
(False; p. 266; Easy)

7. When a major moving van company sells accessory products that must be used in moving a household's furniture, it is practicing captive-product pricing.
(True; p. 277; Easy)

8. Some industries commonly use two-part pricing, where the price is broken down into a fixed fee and a fixed usage rate.
(False; p. 277; Moderate)

84. In industrial markets, salespeople outrank top management in determining the sales price of products.
(False; p. 269; Easy)

85. In industrial markets, product managers have an influence on the company's price-setting decisions.
(True; p. 269; Easy)

86. Environmental elements are categorized as external factors that affect pricing decisions.
(True; p. 268; Easy)

87. When a manufacturer seeks a market for by-products and accepts a price that covers more than the cost of storing and delivering them, it is able to reduce the main product's price to make it more competitive.
(True; p. 277; Moderate)

88. In a regulated monopoly, the government permits the company to set rates that will yield a "fair" return.
(True; p. 272; Easy)

89. Nonregulated monopolies do not always charge the full price because they do not desire to attract competition.
(True; p. 272; Moderate)

90. The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal cases, the higher the price, the higher the demand.
(False; p. 272; Easy)

91. If demand changes greatly, we say the demand is inelastic.
(False; p. 273; Easy)

92. The more elastic the demand, the more it pays for the seller to raise the price.
(False; p. 273; Challenging)

93. If Canon Camera Company follows a high-price, high-margin strategy, it may attract competition from Nikon, Minolta, and Pentax.
(True; p. 273; Moderate)

94. Product costs set a floor to the price; consumer perceptions of the product's value set the ceiling.
(True; p. 263; Easy)

95. All companies today now realize how valuable their by-products are for resale.
(False; p. 277; Easy)

96. The six major price-adjustment strategies include discount and allowance pricing, segmented pricing, psychographic pricing, promotional pricing, geographical pricing, and international pricing.
(False; p. 278; Moderate)

97. Value-based pricing is when costs vary directly with the level of product.
(False; p. 264; Moderate)

98. Value-based pricing is the reverse of cost-based pricing.
(True; p. 264; Challenging)

99. EDLP is very similar to competition-based pricing.
(False; p. 265; Easy)

100. Competitors' prices and offers are external factors that companies have to deal with.
(True; p. 268; Easy)

101. Demand and consumer value perceptions set the floor for prices.
(False; p. 263; Moderate)

102. The difference between a discount and an allowance is that a discount is in its simplest terms a reduction in price.
(False; p. 278; Easy)

103. Cost-based pricing relies on consumer perception of value to drive pricing.
(False; p. 267; Easy)

105. A break-even chart shows the total cost and total revenue expected at various sales volume levels.
(True; p. 267; Easy)