**MKT1705X PRINCIPLES OF MARKETING**

**PRACTICE PAPER (for mid-term quiz)**

This practice paper comprises 8 questions. Answers at the back

1. Marketing aims to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. Create a value proposition, find suitable partners to deliver the product, and maximize short-term profits
3. Create value for customers, build customer relationships, and capture value from customers in return
4. Design superior marketing programs that enhance market share and avoid competition
5. Develop the most innovative product, build customer relationships, and be a socially responsible corporate citizen
6. Grow future customers by selling cheap and good products and services
7. A product is anything offered to the market for \_\_\_\_\_\_\_\_\_\_\_\_\_\_.
8. Attention
9. Consumption
10. Acquisition
11. Use
12. All of the options listed here
13. Starbucks Coffee has recently begun selling and playing compilation CDs and is supporting its own XM satellite radio station. This represents which strategy for growth?
14. product development
15. market development
16. market penetration
17. diversification
18. partner development
19. An invitation to play tennis for the weekend forced Jackson to look at his current wardrobe. He realized that he did not own a tennis racket and needed to get one. Jackson was in which stage of the purchase decision?

A) product evaluation

B) situational analysis

C) problem recognition

D) problem screening

E) information search

1. Which of the following descriptions most accurately characterizes Millennials?
2. They are less ethnically diverse than Gen Xers.
3. They have reached their peak earning and spending years.
4. They were once labeled "the MTV generation."
5. They are less immersed in technology than Gen Xers are.
6. They are children of baby boomer
7. All of the groups within a company are called the \_\_\_\_\_\_\_\_.
8. cultural environment
9. local public
10. corporate culture
11. internal environment
12. general public
13. Which of the following is NOT a type of factor in a company's macroenvironment?
14. competitive
15. demographic
16. economic
17. technological
18. political
19. The process of developing and maintaining a strategic fit between the organization’s goals and capabilities and its changing market opportunities is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
20. long-range planning
21. short-range planning
22. media planning
23. annual planning
24. strategic planning

**Answers**

1. B
2. E
3. D
4. C
5. E
6. D
7. A
8. E