

Week 13 Self-Assessments (Ungraded)

Started: Dec 1 at 11:59pm

Quiz Instructions

UNGRADED SELF-ASSESSMENT

PURPOSE: Practice and Exam Prep. The quiz can be taken up to 10 times.

POINT VALUES HELP STUDENT KEEP TRACK OF NUMBER OF CORRECT RESPONSES BUT ARE NOT TRACKED BY THE COURSE INSTRUCTORS



Question 1

1 pts

Which of the following are the core components of marketing strategy?

- ☐ market segmentation, targeting
- ☐ differentiation, positioning
- ☐ target market, marketing mix
- ☐ external market environment, S.W.O.T.



Question 2

1 pts

Which of the following is not considered a component of customer profiles/personas

- ☐ Demographic attributes (age, gender, education, etc.)
- ☐ Assumption attributes (speculation data, company opinions, guesstimates, etc.)
- ☐ Psychographic attributes (attitudes, values, personality, etc.)
- ☐ Behavioral attributes (benefits sought, usage rate, brand loyalty, etc.)
- ☐ Geographic attributes (climate, state, population, etc.)

**Question 3****1 pts**

Lipton has increased sales by developing ads that encourage its current customers to drink Lipton tea instead of coffee at morning "coffee breaks." This effort focuses on:

- ☐ diversification
- ☐ market penetration
- ☐ product development
- ☐ mass marketing
- ☐ market development

**Question 4****1 pts**

_____ is the total stream of purchases that a customer could contribute to the company over the length of the relationship.

- ☐ Customer lifetime value
- ☐ Customer value
- ☐ Customer equity

- ☐ Target return

**Question 5****1 pts**

The "four Ps" of a marketing mix are:

- ☐ Production, Personnel, Price, and Physical Distribution
- ☐ Promotion, Production, Price, and People
- ☐ Potential customers, Product, Price, and Personal Selling
- ☐ Product, Price, Promotion, and Profit
- ☐ Product, Place, Promotion, and Price

**Question 6****1 pts**

Which of the following is **not** part of the external marketing environment?

- ☐ economic environment
- ☐ competitive environment
- ☐ technological environment
- ☐ cultural and social environment
- ☐ political and legal environment

**Question 7****1 pts**

Jazzy Tile Co. segmented its broad product-market and decided to aim at two different segments, offering each segment a different marketing mix. Jazzy Tile Co. is following the _____ approach.

- ☐ multiple target market
- ☐ mass marketing
- ☐ combined target market
- ☐ single target market
- ☐ None of these approaches is correct.



Question 8

1 pts

Which of the following is NOT a factor that can affect the choice of segmenting or combining:

- ☐ Too much combining can be risky
- ☐ Combining implies more marketing costs
- ☐ Segmentation can lead to increased sales
- ☐ Competition in various segments
- ☐ The firm's resources



Question 9

1 pts

Which of the following is ***not*** a criteria for determining segments?

- ☐ People in the segment are roughly alike, along some important consumer dimension(s).

- ☐ The segment is large enough to be profitable.
- ☐ The segmenting dimensions should be useful for identifying customers and designing the marketing mix.
- ☐ People in the segment are similar to people in other segments.
- ☐ If chosen to pursue: the company has the resources available to adjust its marketing mix to appeal to each segment

**Question 10****1 pts**

Torpedo Brands is a newly emerging shoe manufacturing company. After extensive market research the firm has divided its market into professional athletes, amateur players, and non-athlete casual. Each category has its own needs, traits, and marketing goals. In this scenario, Torpedo Brands has engaged in market _____

- ☐ positioning
- ☐ diversification
- ☐ segmentation
- ☐ targeting
- ☐ development

Not saved

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