

Question 1:

'This is a hierarchy of effects or sequential model used to explain how advertising works:', A. 'ADD.', B. 'AIDA.', C. 'PESTLE.', D. 'SWOT.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 2:

' _____ is an important element in the communication process. It recognizes that successful communications are more likely to be achieved if the source and the receiver understand each other.', A.

'The realm of understanding.', B. 'Personal selling.', C. 'Noise.', D. 'Feedback.'

=====

Answer Option 1:

Final Answer: D

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: D

Answer Option 4:

Final Answer: D

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 3:

'In the history of marketing, when did the production period end?'; A. 'In the late 1800s.', B. 'In the early 1900s.', C. 'In the 1920s.', D. 'After the end of the Second World War.'

=====

Answer Option 1:

Final Answer: B

=====

Answer Option 2:

Final Answer: B

=====

Answer Option 3:

Final Answer: B

=====

Answer Option 4:

Final Answer: C

=====

Answer Option 5:

Final Answer: B

=====

Answer Option 6:

Final Answer: B

=====

Answer Option 7:

Final Answer: B

=====

Answer Option 8:

Final Answer: C

=====

Answer Option 9:

Final Answer: B

=====

Question 4:

'The extent to which a service envelops a product varies according to a number of factors. Which of the following is NOT one of the factors?', A. 'The level of tangibility associated with the type of product.', B. 'Performance-value.', C. 'Variations in supply and demand.', D. 'The way in which the service is delivered.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 5:

'The owners of independent gasoline stations in a community meet secretly and agree to keep their prices high to protect their profitability. If their plan is discovered and they are charged with a crime, they could be', A. 'found guilty under the Sherman Antitrust Act and face prison time', B. 'found guilty under the Magnuson-Moss Warranty Act and face large fines', C. 'found guilty under the Adamson Act and face prison time and fines', D. 'found not guilty because retailers are allowed to set their own price levels'

=====

Answer Option 1:

Final Answer: A

=====

Answer Option 2:

Final Answer: A

=====

Answer Option 3:

Final Answer: A

=====

Answer Option 4:

Final Answer: A

=====

Answer Option 5:

Final Answer: A

=====

Answer Option 6:

Final Answer: A

=====

Answer Option 7:

Final Answer: A

=====

Answer Option 8:

Final Answer: A

=====

Answer Option 9:

Final Answer: A

=====

Question 6:

'The term 'marketing mix' describes:', A. 'A composite analysis of all environmental factors inside and outside the firm.', B. 'A series of business decisions that aid in selling a product.', C. 'The relationship between a firm's marketing strengths and its business weaknesses.', D. 'A blending of four strategic elements to satisfy specific target markets.'

=====

Answer Option 1:

Final Answer: D

=====

Answer Option 2:

Final Answer: D

=====

Answer Option 3:

Final Answer: D

=====

Answer Option 4:

Final Answer: D

=====

Answer Option 5:

Final Answer: D

=====

Answer Option 6:

Final Answer: D

=====

Answer Option 7:

Final Answer: D

=====

Answer Option 8:

Final Answer: D

=====

Answer Option 9:

Final Answer: D

=====

Question 7:

' _____ have the potential to control the type and flow of information to the organization and the members of the DMU.', A. 'Gatekeepers.', B. 'Buyers.', C. 'Users.', D. 'Initiators.'

=====

Answer Option 1:

Final Answer: A

=====

Answer Option 2:

Final Answer: A

=====

Answer Option 3:

Final Answer: A

=====

Answer Option 4:

Final Answer: A

=====

Answer Option 5:

Final Answer: A

=====

Answer Option 6:

Final Answer: A

=====

Answer Option 7:

Final Answer: A

=====

Answer Option 8:

Final Answer: A

=====

Answer Option 9:

Final Answer: A

=====

Question 8:

'An imbalance between a consumer's actual and desired state in which recognition that a gap or problem needs resolving is called:', A. 'Motive development.', B. 'An attitude.', C. 'A self-concept.', D. 'Product evaluation.'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 9:

' Which of the following is not an element of the marketing mix?', A. 'Promotion.', B. 'Product.', C. 'Target market.', D. 'Pricing.'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 10:

' Providing free samples of perfumes (scent) in magazines is an example of which of the following?', A. 'Classical conditioning.', B. 'Operant conditioning.', C. 'Social learning.', D. 'Behavioural learning.'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 11:

'Why is market segmentation carried out?', A. 'To break down large markets into smaller markets.', B. 'To provide an opportunity to surpass competitors.', C. 'By grouping together customers with similar needs, it provides a commercially viable method of serving these customers.', D. 'To allow the achievement of greater market share.'

=====

Answer Option 1:

Final Answer: C

=====

Answer Option 2:

Final Answer: C

=====

Answer Option 3:

Final Answer: C

=====

Answer Option 4:

Final Answer: C

=====

Answer Option 5:

Final Answer: C

=====

Answer Option 6:

Final Answer: C

=====

Answer Option 7:

Final Answer: C

=====

Answer Option 8:

Final Answer: C

=====

Answer Option 9:

Final Answer: C

=====

Question 12:

'There are three main types of buying situations in an organization, referred to by Robinson, Faris, and Wind (1967) as _____', A. 'Repeat purchases.', B. 'Buyphases.', C. 'Buyclasses.', D. 'Tenders.'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 13:

'Where the winning bidder obtains an unprofitable contract that he/she is duty bound to deliver because their bid price was set so low, this is known as:'. A. 'Winner's curse.', B. 'Winner's price.', C. 'Winner's reward.', D. 'Loss-leader pricing.'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 14:

'This allows us to determine how the quantity of an offering relates to the price at which it is offered'; A. 'Price bundling.', B. 'Price elasticity.', C. 'Price inelasticity.', D. 'Price inflation.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 15:

' _____ occur(s) where there is no prior history of exchange and no future exchanges are expected between a buyer and seller.', A. 'Relationship marketing.', B. 'Service mix.', C. 'Market exchanges.', D. 'Service failure.'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 16:

'A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called:', A. 'Search marketing.', B. 'Internet advertising.', C. 'Permission-based email marketing.', D. 'Social web marketing.'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 17:

'Collectively organizations that combine to enable offerings to reach end users quickly and efficiently constitute a marketing channel, are sometimes referred to as a'; A. 'Vehicle.', B. 'Courier.', C. 'Transportation.', D. 'Distribution channel.'

=====

Answer Option 1:

Final Answer: D

Answer Option 2:

Final Answer: D

Answer Option 3:

Final Answer: D

Answer Option 4:

Final Answer: D

Answer Option 5:

Final Answer: D

Answer Option 6:

Final Answer: D

Answer Option 7:

Final Answer: D

Answer Option 8:

Final Answer: D

Answer Option 9:

Final Answer: D

Question 18:

' Which of the following are the three broad groups of organizational characteristics segmentation criteria?', A. 'Organizational size, industry type, and gender.', B. 'Psychographics, purchaser, and behavioural criteria.', C. 'Organizational size, industry type, and geographical location.', D. 'None of the above.'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 19:

'Which of the following is the name for a coupon that is included in a package for later purchase?'; A. 'a free-standing coupon', B. 'an instant-redemption coupon', C. 'a bounce-back coupon', D. 'a rebate coupon'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 20:

'Advertising is employed as a defence, to retain customers, and to increase brand usage. Advertising is used to reinforce existing attitudes, not necessarily to drastically change them. This idea is based on:'

A. 'Strong theory.', B. 'Weak theory.', C. 'ATR framework.', D. 'DRIP model.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 21:

' _____ is an assessment of a company's mix of products, services, investments, and other assets in order to optimize the use of resources and to assess its suitability, level of risk, and expected financial return.', A. 'SWOT analysis.', B. 'Political analysis.', C. 'Portfolio analysis.', D. 'Competitive analysis.'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 22:

'These goods are low-priced products that are bought frequently, are used just once, and incur low levels of purchase risk', A. 'Non-durable.', B. 'Durable.', C. 'Generic.', D. 'Luxury.'

=====

Answer Option 1:

Final Answer: A

=====

Answer Option 2:

Final Answer: A

=====

Answer Option 3:

Final Answer: A

=====

Answer Option 4:

Final Answer: A

=====

Answer Option 5:

Final Answer: A

=====

Answer Option 6:

Final Answer: A

=====

Answer Option 7:

Final Answer: A

=====

Answer Option 8:

Final Answer: A

=====

Answer Option 9:

Final Answer: A

=====

Question 23:

'Which of the following processes is not fundamental in explaining how consumers think and learn about products and brands?', A. 'Cognition.', B. 'Perception.', C. 'Learning.', D. 'Personality.'

=====

Answer Option 1:

Final Answer: D

Answer Option 2:

Final Answer: D

Answer Option 3:

Final Answer: D

Answer Option 4:

Final Answer: D

Answer Option 5:

Final Answer: D

Answer Option 6:

Final Answer: D

Answer Option 7:

Final Answer: D

Answer Option 8:

Final Answer: D

Answer Option 9:

Final Answer: D

Question 24:

' _____ is used to influence the way an organization is perceived by various groups of stakeholders.', A. 'Direct marketing.', B. 'Public relations.', C. 'Sale promotion.', D. 'Advertising'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 25:

'Marketing that moves away from a transaction-based effort to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually in real-time is known as:', A. 'Digital marketing.', B. 'Interactive marketing.', C. 'Direct marketing.', D. 'Electronic marketing.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 26:

'The differentiation of a firm's products or services to promote environmental responsibility is referred to as:', A. 'Social branding.', B. 'Eco-branding.', C. 'Me-too branding.', D. 'Brand personality.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 27:

' Which of the following is the rate at which a market adopts an innovation?', A. 'Process of diffusion.', B. 'Process of differentiation.', C. 'Adoption process.', D. 'Adoption lifecycle.'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 28:

'Micromarketing is directed at potential buyers who', A. 'have excess disposable income', B. 'are between the ages of 8 and 14', C. 'share similar attitudes and behaviors', D. 'have opted out of customized marketing'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 29:

'This is a group of people in the process of diffusion who enjoy being at the leading edge of innovation and buy into new products at an early stage:', A. 'Late majority.', B. 'Early adopter.', C. 'Early majority.', D. 'Laggards.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 30:

'What channel structure is it where the product goes directly from the producer to the final customer?', A. 'Direct.', B. 'Indirect.', C. 'Hybrid.', D. 'None of the above.'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 31:

'Joint creation of value, in which customers take part in an active dialogue and co-construct personalized experiences, is referred to as:'. A. 'Interactive marketing.', B. 'Co-creation experience.', C. 'Relationship marketing.', D. 'Organization marketing.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 32:

'This form of marketing communications tool is referred to as 'a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future'.

This is referred to as:', A. 'Advertising.', B. 'Personal selling.', C. 'Public relations.', D. 'Publicity.'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 33:

'The _____ delivers to us a wide array of offerings, either directly or indirectly, through business markets, to serve our wants and needs.', A. 'Aggregate marketing system.', B. 'Planning excellence.', C. 'A quality rift.', D. 'A value line.'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 34:

' _____ describes the extrinsic properties of the product (the colour, the packaging, the product consistency, associations) and level to which these satisfy customers' psychological or social needs.'

A. 'Brand repositioning.', B. 'Brand stretching.', C. 'Brand equity.', D. 'Brand imagery.'

=====

Answer Option 1:

Final Answer: D

Answer Option 2:

Final Answer: D

Answer Option 3:

Final Answer: D

Answer Option 4:

Final Answer: D

Answer Option 5:

Final Answer: D

Answer Option 6:

Final Answer: D

Answer Option 7:

Final Answer: D

Answer Option 8:

Final Answer: D

Answer Option 9:

Final Answer: D

Question 35:

'AIDA stands for awareness, _____, desire and _____,' A. 'Interest; action.', B. 'Intensity; appeal.', C. 'Involvement; action.', D. 'Involvement; appeal.'

=====

Answer Option 1:

Final Answer: A

=====

Answer Option 2:

Final Answer: A

=====

Answer Option 3:

Final Answer: A

=====

Answer Option 4:

Final Answer: A

=====

Answer Option 5:

Final Answer: A

=====

Answer Option 6:

Final Answer: A

=====

Answer Option 7:

Final Answer: A

=====

Answer Option 8:

Final Answer: A

=====

Answer Option 9:

Final Answer: A

=====

Question 36:

'This is where intermediaries are given exclusive rights to market the good or service within a defined 'territory', thus using a very limited number of intermediaries:', A. 'Exclusive.', B. 'Intensive.', C. 'Selective.', D. 'Direct.'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 37:

'Once the agency has discussed the brief with the client, the agency provides a detailed outline of how they intend to investigate the problem. This document is called the _____.'; A. 'Research brief.';

B. 'Research proposal.'; C. 'Research question.'; D. 'Research programme.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 38:

'Organizational characteristics, such as organizational size and location, are sometimes referred to as_____.'. A. 'DMU.', B. 'Firmographics.', C. 'ACORN', D. 'Product usage.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 39:

'The role of marketing communications is to engage audiences and there are four main tasks that it can be used to complete. Which of the following is not part of the four main tasks?', A. 'Differentiate.', B. 'Participate.', C. 'Reinforce.', D. 'Inform.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 40:

'The process of making large numbers of unsolicited sales calls to potential customers whom the salesperson does not know is referred to as', A. 'multilevel marketing', B. 'cold canvassing', C. 'the center-of-influence method', D. 'the sales-associate method'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 41:

'The process by which individuals accept and use new propositions is referred to as:', A. 'Decision.', B. 'Adoption.', C. 'Acquisition.', D. 'Awareness.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 42:

' Which of the following occurs when competitors' pricing policies are almost exclusively focused on competitors rather than customers?', A. 'Price differentiation.', B. 'Price fixing.', C. 'Price wars.', D. 'Price guarantees.'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 43:

'A commonly used basis for segmenting consumer markets is:', A. 'Organizational size.', B. 'Demographics.', C. 'Product type.', D. 'Price.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 44:

' In B2B contexts, prices are set according to specific agreements between a company and its clients or customers (e.g. professional services such as architectural or structural engineering).This pricing approach is known as:', A. 'Negotiated price', B. 'Internal pricing.', C. 'Listed pricing.', D. 'Cost pricing.'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 45:

' Once referred to as a multibrand policy, this branding strategy requires that each product offered by an organization is branded independently of all the others. This is known as:', A. 'Individual branding.', B. 'Corporate brands.', C. 'Family branding.', D. 'Co-branding.'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 46:

'This is the use of inter-personal communications with the aim of developing positive feelings and stimulating behaviour.', A. 'Direct marketing.', B. 'Personal selling.', C. 'Sale promotions.', D. 'Advertising.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B

Question 47:

'An approach that encompasses a wide range of relationships, not just with customers, but also those that organizations develop with suppliers, regulators, government, competitors, employees, and others, is referred to as:', A. 'Market exchanges.', B. 'Service failure.', C. 'Relationship marketing.', D. 'Shared responsibility.'

=====

Answer Option 1:

Final Answer: C

=====

Answer Option 2:

Final Answer: C

=====

Answer Option 3:

Final Answer: C

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Answer Option 4:

Final Answer: C

=====

Answer Option 5:

Final Answer: C

=====

Answer Option 6:

Final Answer: C

=====

Answer Option 7:

Final Answer: C

=====

Answer Option 8:

Final Answer: C

=====

Answer Option 9:

Final Answer: C

=====

Question 48:

'In marketing terms, _____ refers to what we get for what we pay:', A. 'Revenue.', B. 'Cost.', C. 'Value.', D. 'Product.'

=====

Answer Option 1:

Final Answer: C

Answer Option 2:

Final Answer: C

Answer Option 3:

Final Answer: C

Answer Option 4:

Final Answer: C

Answer Option 5:

Final Answer: C

Answer Option 6:

Final Answer: C

Answer Option 7:

Final Answer: C

Answer Option 8:

Final Answer: C

Answer Option 9:

Final Answer: C

Question 49:

' _____ is concerned with the development of knowledge that is specific to the parties involved and is referred to as 'learning together'.', A. 'Dialogue.', B. 'Personal influencer.', C. 'Feedback.', D.

'Message.'

=====

Answer Option 1:

Final Answer: A

Answer Option 2:

Final Answer: A

Answer Option 3:

Final Answer: A

Answer Option 4:

Final Answer: A

Answer Option 5:

Final Answer: A

Answer Option 6:

Final Answer: A

Answer Option 7:

Final Answer: A

Answer Option 8:

Final Answer: A

Answer Option 9:

Final Answer: A

Question 50:

'The process that creates changes in behaviour is called:', A. 'Selective adaptation.', B. 'Learning.', C. 'Involvement manipulation.', D. 'Attitude adjustment.'

=====

Answer Option 1:

Final Answer: B

Answer Option 2:

Final Answer: B

Answer Option 3:

Final Answer: B

Answer Option 4:

Final Answer: B

Answer Option 5:

Final Answer: B

Answer Option 6:

Final Answer: B

Answer Option 7:

Final Answer: B

Answer Option 8:

Final Answer: B

Answer Option 9:

Final Answer: B
