1) \_\_\_\_\_\_\_\_ is the process of dividing a market into distinct groups of buyers who have different needs, characteristics, or behavior.

A) Differentiation

B) Mass marketing

C) Market targeting

D) Market segmentation

E) Positioning

Answer: D

2) Harry's caters to the clothing needs of men, manufacturing two different lines of fashion based on the purchasing power of its customers. One product line caters to the needs of affluent, middle-aged men, and the other line targets younger, up-and-coming professionals. Harry's most likely segments the consumer market based on \_\_\_\_\_\_\_\_ variables.

A) geographic

B) psychographic

C) universal

D) demographic

E) behavioral

Answer: D

3) Delta, an American video game manufacturer, targets teens between the ages of 13 and 18, providing free game trials and applications. The firm's marketing approach exemplifies \_\_\_\_\_\_\_\_ segmentation.

A) age and life-cycle

B) geographic

C) occasion

D) gender

E) income

Answer: A

4) Danko International is a multinational company that targets the BRIC countries (Brazil, Russia, India, and China) because they're fast-growing developing economies and use \_\_\_\_\_\_\_\_ to segment its world markets.

A) political factors

B) legal factors

C) personality factors

D) economic factors

E) cultural factors

Answer: D

5) Market segments that can be effectively reached and served are said to be \_\_\_\_\_\_\_\_.

A) measurable

B) accessible

C) substantial

D) actionable

E) profitable

Answer: B

6) Target and Kohl's have opened smaller-format stores designed to fit the needs of densely packed urban neighborhoods. This is an example of geographic segmentation.

Answer: TRUE

7) Marketing the same product to a huge customer base without any customization is referred to as \_\_\_\_\_\_\_\_.

A) mass marketing

B) differentiated marketing

C) niche marketing

D) local marketing

E) individual marketing

Answer: A

8) \_\_\_\_\_\_\_\_ are defined as states of felt deprivation.

A) Needs

B) Ideas

C) Demands

D) Values

E) Exchanges

Answer: A

9) Unlike other car rental agencies that are based in airports to serve travelers, Rental Wheelz has a network of neighborhood offices. The firm strives to serve people who need car rentals for reasons other than vacation, such as when their own cars are being repaired. Rental Wheelz caters to a small share of the large car rental market. From this description, it can be concluded that Rental Wheelz most likely practices \_\_\_\_\_\_\_\_.

A) undifferentiated marketing

B) multi-segmented marketing

C) individual marketing

D) local marketing

E) concentrated marketing

Answer: E

10) PC manufacturer, Lenovo, focuses on low labor costs and mass distribution to ensure the continuous availability of its products at reasonable prices. Lenovo most likely follows the \_\_\_\_\_\_\_\_.

A) customer-driving marketing concept

B) marketing concept

C) societal marketing concept

D) production concept

E) selling concept

Answer: D

11) Abel now has the buying power to purchase the computer that he wanted to buy six months ago. Abel's want has most likely become a \_\_\_\_\_\_\_\_.

A) need

B) value

C) demand

D) market offering

E) desire

Answer: C

12) \_\_\_\_\_\_\_\_ is the act of obtaining a desired object from someone by offering something in return.

A) Targeting

B) Segmentation

C) Differentiation

D) Exchange

E) Positioning

Answer: D

13) Market offerings are limited to physical products.

Answer: FALSE

14) JetBlue's promise to put "You Above All" by "bringing humanity back to travel" is their \_\_\_\_\_\_\_\_.

A) value proposition

B) segmentation strategy

C) market offering

D) selling concept

E) production concept

Answer: A

15) The \_\_\_\_\_\_\_\_ concept holds that consumers will favor goods and services that offer the most in quality, performance, and innovative features.

A) societal marketing

B) marketing

C) selling

D) production

E) product

Answer: E

16) The societal marketing concept holds that \_\_\_\_\_\_\_\_.

A) consumers will not buy enough of a firm's products unless the firm undertakes a large-scale selling and promotion effort

B) a company's marketing decisions should focus on creating economic value in a way that also creates value for the surrounding environment

C) the society will only favor products that are available and highly affordable

D) achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions better than competitors do

E) consumers will favor products that offer the most in quality, performance, and innovative features

Answer: B

17) Which of the following is true of strategic planning in a firm?

A) It deals with maintaining the company's current business ventures.

B) It focuses on the firm's internal environment rather than the external environment.

C) It occurs at the business-unit, product, and market levels rather than at the corporate level.

D) It deals with adapting the firm to take advantage of changing marketing opportunities.

E) It involves preparing short-term investment objectives at the product level.

Answer: D

18) A \_\_\_\_\_\_\_\_ is purposeful, specifying what an organization wants to accomplish in the larger environment.

A) marketing strategy

B) marketing objective

C) strategic plan

D) mission statement

E) market portfolio

Answer: D

19) Business portfolio analysis is defined as the process in which management \_\_\_\_\_\_\_\_.

A) studies the products and strategies of competitors to improve the company's own products

B) analyzes consumer feedback in order to better position the company's brand image

C) assesses the attractiveness of an SBU's market and the strength of its position in the market

D) segments the company's markets to reach target consumers effectively

E) conducts marketing research to evaluate the company's marketing strategy

Answer: C

20) The two dimensions the BCG approach uses to evaluate and manage SBUs are \_\_\_\_\_\_\_\_.

A) market growth rate and relative market share

B) market growth rate and market penetration

C) market growth rate and market development

D) relative market share and product development

E) relative market share and market penetration

Answer: A

21) A firm's decision to identify and develop new markets for existing products is a \_\_\_\_\_\_\_\_ strategy.

A) market development

B) market differentiation

C) market penetration

D) product development

E) diversification

Answer: A

22) EcoBean, a chain of cafes, has introduced a Special Shopper Card that allows customers to pay in advance for coffee and snacks. This effort by EcoBean management is most likely an example of \_\_\_\_\_\_\_\_.

A) market development

B) product development

C) diversification

D) market penetration

E) product adaptation

Answer: D

23) Which component of the marketing mix refers to the goods-and-services combination a company offers to its target market?

A) promotion

B) product

C) price

D) place

E) position

Answer: B

24) When viewing the market from a buyer's point of view, "communication" corresponds to the \_\_\_\_\_\_\_\_ component of the marketing mix.

A) people

B) price

C) product

D) promotion

E) place

Answer: D

25) Evaluating the results of marketing strategies and plans and taking corrective action to ensure that the objectives are attained is called \_\_\_\_\_\_\_\_.

A) marketing control

B) marketing implementation

C) market planning

D) marketing development

E) market targeting

Answer: A

26) \_\_\_\_\_\_\_\_ are people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert social influence on others.

A) Opinion leaders

B) Late mainstream adopters

C) Strangers

D) Barnacles

E) Lagging adopters

Answer: A

27) A marketing firm has been assigned the task of watching trends in spending, personal income, savings, and interest rates. The marketing firm is most likely gathering information about consumers' \_\_\_\_\_\_\_\_.

A) social network usage rates

B) economic situations

C) occupational needs

D) purchasing perceptions

E) brand affiliations

Answer: B

28) Which of the following is a psychographic characteristic of a consumer?

A) gender

B) age

C) lifestyle

D) occupation

E) economic status

Answer: C

29) Which of the following terms is used to describe a specific mix of human traits that may be attributed to a particular brand?

A) brand perception

B) brand architecture

C) brand personality

D) brand loyalty

E) brand equity

Answer: C

30) Which of the following needs in Maslow's hierarchy is generally satisfied last?

A) physiological

B) social

C) esteem

D) self-actualization

E) safety

Answer: D

31) Which of the following is the first stage of the buyer decision process?

A) need recognition

B) information search

C) evaluation of alternatives

D) purchase decision

E) postpurchase behavior

Answer: A

32) Which of the following is a commercial source of product information?

A) acquaintances

B) family and friends

C) dealer and manufacturer websites and mobile sites

D) consumer rating organizations

E) Internet searches

Answer: C

33) Devon is in the market for a new car. She is seriously considering either a Honda Civic or Toyota Corolla because they both have excellent quality and safety ratings and are comparable in price. Devon is in the \_\_\_\_\_\_\_\_ stage of the buyer decision process.

A) evaluation of alternatives

B) need recognition

C) information search

D) purchase decision

E) postpurchase behavior

Answer: A

34) Bill thought he had received the best deal on his riding mower. Shortly after the purchase, Bill started to notice certain disadvantages of his new riding mower as he learned more about other riding mowers available in the same price range. Bill is in which of the following stages of the buyer decision process?

A) purchase decision

B) need recognition

C) postpurchase behavior

D) information search

E) alternate evaluation

Answer: C

35) In which of the following stages of the adoption process does a consumer seek information about a new product?

A) interest

B) adoption

C) evaluation

D) awareness

E) trial

Answer: A

36) \_\_\_\_\_\_\_\_ are tradition-bound, suspicious of changes, and adopt an innovation only when it has become something of a tradition itself.

A) Latent innovators

B) Early adopters

C) Early mainstream adopters

D) Lagging adopters

E) Late mainstream adopters

Answer: D

37) Tom usually buys new devices such digital watches only after his friends and family start owning these devices. In this case, Tom is an innovator.

Answer: FALSE

38) Which of the following is part of the microenvironment of a firm's marketing environment?

A) the political state of the country in which the firm exists

B) the cultural forces that exist in a society

C) the suppliers who work with the company

D) the technological resources available to the company

E) the different demographic trends in the market

Answer: C

39) American Honda purchases over $20 billion worth of auto parts and materials every year. \_\_\_\_\_\_\_\_ are key players in the company's success.

A) Wholesalers

B) Suppliers

C) Physical distribution firms

D) Media firms

E) Retailers

Answer: B

40) Which of the following are examples of internal publics of a company?

A) newspapers, magazines, television stations, blogs, and other Internet media

B) governmental departments and agencies that regulate businesses

C) neighborhood residents and community organizations

D) the managers, board of directors, and workers of the company

E) the general public that is directly affected by the company

Answer: D

41) \_\_\_\_\_\_\_\_ is the study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics.

A) Sociobiology

B) Demography

C) Behavioral ecology

D) Environmental studies

E) Political science

Answer: B

42) Recyclable or biodegradable packaging, recycled materials and components, and better pollution controls are ways that marketers have responded to the \_\_\_\_\_\_\_\_.

A) increased need to comply with environmental regulations

B) pollution reduction movement

C) new recycling laws

D) new government intervention program

E) environmental sustainability

Answer: E

43) Which of the following sources constitutes the internal database of a company?

A) commercial online databases

B) supplier information

C) the company's sales transactions

D) reports sold by market research firms

E) big data

Answer: C

44) Primary data is always conducted first, before secondary data.

Answer: False

45) A “lift” in sales refers to an increase in sales volume.

Answer: True

46) Which of the following is *not* considered a source of competitive marketing intelligence?

A) observing consumers firsthand

B) monitoring social media

C) competitors' internal databases

D) benchmarking competitors' products

E) online research

Answer: C

47) \_\_\_\_\_\_\_\_ is often the most difficult but most critical step in the research process.

A) Developing the research plan

B) Collecting and analyzing the data

C) Defining the problem and research objectives

D) Interpreting the findings

E) Gathering secondary data

Answer: C

48) Which of the following is an advantage of primary data?

A) They are less expensive to obtain than secondary data.

B) They can be obtained more quickly than secondary data.

C) They can be accessed from existing information.

D) They are more relevant than secondary data.

E) They are more reflective of past problems.

Answer: D

49) Which of the following is a quantitative approach to research?

A) observational research

B) online focus groups

C) ethnographic research

D) in-depth interviews

E) marketing surveys

Answer: E

50) A market researcher wants to find the cause-and-effect relationship between using organic ingredients in food and the subsequent consumption by customers. He invites ten respondents to his research firm and asks them to taste two identical dishes. The dishes were prepared in a similar manner, but one has natural herbs for flavoring, and the other has artificial flavors. This is an example of \_\_\_\_\_\_\_\_.

A) descriptive research

B) ethnographic research

C) experimental research

D) online research

E) exploratory research

Answer: C