



Exam 2014, Questions and Answers, Exam 2

Principles Of Business (University of California, Berkeley)

UGBA10
Marketing Module Practice Exam
Spring 2016

1. In many ways, Snapple is in the fashion business. It comes in 40 different flavors, and many are specific to a particular region of the country while others are based on the latest fruit fad. The top 10 account for most of Snapple's revenues. Which lever of the 4 P's is Snapple's 40-flavor offering an example of?
 - a. Place
 - b. Price
 - c. **Product**
 - d. Promotion

2. A brand's value proposition is primarily used internally. Its positioning is used to guide external communications. These two have many elements in common, and differ in one key aspect. Unlike a value proposition, a positioning includes:
 - a. **Tablestakes and differentiators that add credibility**
 - b. Specific metrics for measuring performance
 - c. A timeframe for delivering results
 - d. Names of competitors the brand wants to be like

3. Kayak segments its customers based on how many trips they take a year involving air travel. This approach is an example of which type of segmentation:
 - a. Psychographic-based segmentation
 - b. Demographic-based segmentation
 - c. **Behavioral-based segmentation**
 - d. Needs-based segmentation

4. Companies that have direct interaction with end users, like hotels, restaurants, and retailers have great insights into customer needs, brand preferences, purchase behavior, and more. Which of these is an example of information that every retailer has about its customers:
 - a. **How many items they typically purchase at a time**
 - b. What their favorite TV show is
 - c. What magazines they subscribe to
 - d. Whether they have homeowners' insurance

5. The best way for Yelp to find out its unaided awareness among consumers is to:
 - a. Have employees dressed in Yelp t-shirts stand in high traffic areas in major cities and ask people which review sites come to mind
 - b. **Conduct research without revealing who is behind it and ask people which review sites come to mind**
 - c. Subtract the percentage of first time visitors to the Yelp website from 100% and call that unaided awareness
 - d. Run a contest for Yelp frequent users to refer friends to Yelp's Facebook page and ask everyone who comes whether they had heard of Yelp before

6. An organization's mission is important because it:
 - a. Defines its financial goals
 - b. Details the specific metrics that will be used to evaluate performance
 - c. **Motivates employees and attracts recruits**
 - d. Details the tactics used to achieve its goals

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7. Which of these might Instacart try to increase loyalty among its users?
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8. A consumer who has a Banana Republic credit card and loyally shops there whenever the store runs storewide sales of at least 30% off would fit into which quadrant of the Customer Relationship Group framework?
 - a. Butterfly
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9. Which of these is a reason companies want to understand the percentage of customers who reach each stage in the marketing funnel?
 - a. To determine optimal pricing to drive acquisition conversion
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 - c. To identify the most attractive customer segments to target with marketing
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10. Finish this sentence: Companies that are focused on the Market Penetration quadrant of the Product/Market Expansion Matrix
 - a. **Are trying to find more people like their current target audience to sell their current products to**
 - b. Are trying to find new products to sell to their current target audience
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11. Through the strategic planning process, departments including Marketing align their objectives, initiatives and tactics to support the overall business objectives. Imagine one of Amazon's strategic objectives is to grow average revenue per customer. An example of a Marketing objective to help achieve this business objective would be:
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12. Marketing has important financial and non-financial objectives. Which of these could be one of Match.com's non-financial marketing objectives?
 - a. Increase the percentage of users who have paid memberships
 - b. **Increase the percentage of users who have gone on a date with someone they met on Match.com in the past month**
 - c. Increase the percentage of paying members who renew their memberships
 - d. Increase the percentage of users who refer friends that become paying members

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13. The main marketing challenge for brands that fall in the Cash Cow quadrant of the BCG Growth Share Matrix is:
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19. The classic positioning framework includes 4 key elements. Which of these is NOT one?

- a. **Performance metrics**
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- d. Key benefit

20. Read this theoretical positioning statement for Snapchat's advertising business:

For advertisers looking to reach tightly knit communities, Snapchat is an exciting new social ad platform that delivers higher engagement and conversion because only Snapchat presents personal, tiny, disappearing messages that mimic real conversations.

Which of these is the key benefit in this positioning statement?

- a. Advertisers
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- c. Personal, tiny, disappearing messages
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21. Mastercard's successful and long-running marketing campaign is: "There are some things money can't buy. For everything else, there's MasterCard." This is a clever and non-traditional way of reminding consumers of Mastercard's:

- a. Customer segmentation
- b. **Value proposition**
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22. The 4 P's represent the levers that marketers pull to achieve their objectives. Which of these is an example of Snapple's use of the PLACE lever?

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32. Volkswagen's Dieselgate scandal clearly has already hurt the company badly – its stock price has dropped significantly, lawsuits have been filed all over the world, key employees have resigned and been fired. And it's not over yet. What small comfort might the New Coke story offer to VW? (there are only 3 choices)
- a. Consumers have short memories. They forgot about New Coke, and they'll forget about Dieselgate, too.
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- a. Search Bing, Ask Jeeves and other search engines
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 - c. Stand outside Home Depot and interview customers to find and interview those who have installed solar
 - d. **Search the University's library system for relevant secondary source information**
37. I have carefully checked my Scantron. My Section number is correctly shown and I have checked that my name is written with last name first.
- a. Yes
 - b. No
38. This is version "A": fill in the "«A_VERSION»" bubble for this question and write the letter and unique exam identifier "«A_STRING»" in the "TEST NO." box of your Scantron.

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Module 3 Exam – Cover Sheet

Instructions

- This is an exam. Do not talk.
- Your books, notes, and electronic devices must be put completely away, out of sight.
- **Do not open the exam** until you are told to begin.
- Once you leave the exam room, you may not return. No bathroom or other breaks during the exam
- Turn in your Scantron in the folder for your Discussion Section number.
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- While you are waiting to begin, enter the following information on your Scantron:

LINE:	INFO TO ENTER:	EXPLANATION:
Name:	LAST, First, Middle	Make sure your family name comes first
Subject:	1234-5678	Your Student ID Number
Test No.:	See question 38	This is your test version (ABCD) and unique ID number (0 to 9999)
Date:	3	This is the module number for this exam
Hour (Period):	101, 102, 103, etc.	This is your Discussion Section number – see below

Section	Day / Time	GSI Name
101	Tu 8-9A	Josie Sullivan
102	Tu 9-10A	Josie Sullivan
103	Tu 10-11A	Andrea Soto
104	Tu 11-12P	Andrea Soto
105	Tu 12-1P	Claire Bianchi
106	W 8-9A	Steven Truong
107	W 10-11A	Claire Bianchi
108	W 11-12P	Elaine Zhuang
109	W 12-1P	Elaine Zhuang
110	W 1-2P	Rajat Gulati
111	Th 8-9A	Chris Dulgarian
112	Th 9-10A	Mitya Voloshchuk
113	Th 10-11A	Mitya Voloshchuk
114	Th 11-12P	Vijay Bhatnagar
115	Th 12-1P	Vijay Bhatnagar
116	Th 1-2P	Chris Dulgarian
117	Tu 1-2P	Steven Truong
118	Tu 2-3P	Akshay Yadav
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38. This is version "B": fill in the «B_VERSION» bubble for this question and write the letter and unique exam identifier "«B_STRING»" in the "TEST NO." box of your Scantron.

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Subject:	1234-5678	Your Student ID Number
Test No.:	See question 38	This is your test version (ABCD) and unique ID number (0 to 9999)
Date:	3	This is the module number for this exam
Hour (Period):	101, 102, 103, etc.	This is your Discussion Section number – see below

Section	Day / Time	GSI Name
101	Tu 8-9A	Josie Sullivan
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1. A brand's value proposition is primarily used internally. Its positioning is used to guide external communications. These two have many elements in common, and differ in one key aspect. Unlike a value proposition, a positioning includes:
 - a. **Tablestakes and differentiators that add credibility**
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 - c. A timeframe for delivering results
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 - a. Psychographic-based segmentation
 - b. Demographic-based segmentation
 - c. **Behavioral-based segmentation**
 - d. Needs-based segmentation
3. Which of these is a reason companies want to understand the percentage of customers who reach each stage in the marketing funnel?
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 - b. **To evaluate marketing effectiveness in driving customer conversion across the funnel**
 - c. To identify the most attractive customer segments to target with marketing
 - d. To identify the celebrity who would be the best brand ambassador
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 - a. **Are trying to find more people like their current target audience to sell their current products to**
 - b. Are trying to find new products to sell to their current target audience
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5. An organization's mission is important because it:
 - a. Defines its financial goals
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 - a. **Get customers to buy one more item each time they place an order**
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7. Marketing has important financial and non-financial objectives. Which of these could be one of Match.com's non-financial marketing objectives?
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 - b. Increase the percentage of users who have gone on a date with someone they met on Match.com in the past month**
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 - c. Increasing loyalty
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 - a. Demographic
 - b. Behavioral
 - c. Psychographic**
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13. A company's marketing strategy answers several fundamental questions about its product offering. Which of these questions is addressed by marketing strategy?
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Marketing Module Exam

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 - c. Learn what consumers think of their new product ideas
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 - b. Go to the websites of companies that supply or install solar panels to see if they have information about their customers
 - c. Stand outside Home Depot and interview customers to find and interview those who have installed solar
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- a. College students traveling in Europe
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 - d. Top IBM customers attending a 2-day IBM-sponsored event at a golf resort in Scottsdale, Arizona**

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36. Outward Bound is an example of a brand with high awareness among its target audience and low trial. Which of the following tactics would improve its acquisition conversion and help move potential customers further down the marketing funnel?
- a. Discounts for students who take a second trip with Outward Bound
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 - d. Sponsoring girls track teams in cities with a high percentage of Outward Bound alumni
37. I have carefully checked my Scantron. My Section number is correctly shown and I have checked that my name is written with last name first.
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38. This is version “C”: fill in the «C_VERSION» bubble for this question and write the letter and unique exam identifier “«C_STRING»” in the “TEST NO.” box of your Scantron.

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Module 3 Exam – Cover Sheet

Instructions

- This is an exam. Do not talk.
- Your books, notes, and electronic devices must be put completely away, out of sight.
- **Do not open the exam** until you are told to begin.
- Once you leave the exam room, you may not return. No bathroom or other breaks during the exam
- Turn in your Scantron in the folder for your Discussion Section number.
- Keep the questions when you leave.
- If you do not have a Scantron form/pencil, take your seat, raise your hand and wait with your \$10
- Any contravention of these instructions will lead to your ejection from the exam with zero points
- While you are waiting to begin, enter the following information on your Scantron:

LINE:	INFO TO ENTER:	EXPLANATION:
Name:	LAST, First, Middle	Make sure your family name comes first
Subject:	1234-5678	Your Student ID Number
Test No.:	See question 38	This is your test version (ABCD) and unique ID number (0 to 9999)
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Placeholder
END OF MM