

## Version A

1. Which of the following is a likely result of a marketing strategy that attempts to serve all customers?
- a. All customers will be delighted.
  - b. Customer-perceived value will be increased.
  - d. ☒ Few customers will be satisfied.
  - e. The company will likely need to follow up with a demarketing campaign.
2. \_\_\_\_\_ is the set of actual and potential buyers of a product.
- a. A market
  - b. An audience
  - c. A group
  - d. A segment
  - e. An exchange
3. "Which of the following is central to any definition of marketing?"
- a. demand management
  - b. transactions
  - c. ☒ customer relationships
  - d. making a sale
  - e. making a profit
4. \_\_\_\_\_ is the total combined customer lifetime values of all the company's current and potential customers.
- a. Share of customer
  - b. Customer lifetime value
  - c. ☒ Customer equity
  - d. Profitability
  - e. Share of market
5. \_\_\_\_\_ refers to sellers being preoccupied with their own products and losing sight of underlying consumer needs.
- a. Selling myopia
  - b. Marketing management
  - c. ☒ Value proposition
  - d. Marketing myopia
  - e. The product concept
6. \_\_\_\_\_ is the act of obtaining a desired object from someone by offering something in return.
- a. A value proposition
  - b. ☒ Exchange
  - c. Bribery
  - d. Value
  - e. Donation

7. The set of marketing tools a firm uses to implement its marketing strategy is called the \_\_\_\_\_.

- a. promotion mix
- b. product mix
- c. marketing mix
- d. TQM
- e. marketing effort

8. Which of the following marketing management orientations focuses primarily on improving efficiencies along the supply chain?

- a. production concept
- b. product concept
- c. selling concept
- d. marketing concept
- e. societal marketing concept

9. "Build a better mousetrap and the world will beat a path to your door" reflects the \_\_\_\_\_.

- a. production concept
- b. marketing concept
- c. selling concept
- d. product concept
- e. target marketing

10. \_\_\_\_\_ is the task of developing and maintaining an overall company strategy for long-run survival and growth.

- a. Strategic planning
- b. Annual market planning
- c. Short-term planning
- d. Long-range planning
- e. Advertising

11. Which of the following provides an answer to these questions: What is our business? Who are our customers? What do our customers value? What should our business be?

- a. objectives and goals
- b. mission statement
- c. business portfolio
- d. marketing and functional strategies
- e. operational strategies

12. When the makers of a ballpoint pen state they are in the communication equipment business, they are defining their mission too \_\_\_\_\_.

- a. narrowly
- b. realistically
- c. specifically
- d. broadly
- e. early

13 The collection of businesses and products that make up a company is called its \_\_\_\_\_.

- a. strategic business unit
- b. mission statement
- c. strategic plan
- d. business portfolio
- e. operational factors

14 \_\_\_\_\_ can be a company division, a product line within a division, or sometimes a single product or brand.

- a. A market
- b. The BCG
- c. An SBU
- d. A PLC
- e. A value delivery network

15. In the BCG approach, \_\_\_\_\_ are high-share, high-growth businesses or products. They need heavy investment to finance rapid growth. When their growth slows down, they turn into \_\_\_\_\_.

- a. cash cows; stars
- b. question marks; dogs
- c. stars; question marks
- d. stars; cash cows
- e. dogs; cash cows

16. In the marketing management functions, an SWOT analysis should \_\_\_\_\_ a marketing plan.

- a. precede
- b. coincide with
- c. follow
- d. evaluate
- e. take priority over

17. Which department in a company carries the primary responsibility for achieving profitable growth?

- a. marketing
- b. finance
- c. operations
- d. human resources
- e. management

18. Each department in a company that carries out value-creating activities can be thought of as a link in the company's \_\_\_\_\_.

- a. market development
- b. product development
- c. business portfolio
- d. value chain
- e. value delivery network

19. The text suggests that instead of thinking of selling products, marketers would be wise to take the customer's view and think of \_\_\_\_\_.  
a. providing convenience  
b. offering solutions to problems  
c. initiating two-way communication  
d. offering discounts  
e. connecting services and products
20. In SWOT analysis, which of the following would be considered a strength?  
a. internal limitations  
b. trends in the market  
c. favorable factors in the environment  
d. factors that challenge the company's performance  
e. internal resources
21. Which type of organization helps companies to stock and move goods from their points of origin to their destination?  
a. financial intermediaries  
b. physical distribution firms  
c. marketing service firms  
d. resellers  
e. suppliers
22. Which of the following terms is used to describe the factors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers?  
a. the marketing environment  
b. strategic planning  
c. target markets  
d. the marketing mix  
e. none of the above
23. Workers, managers, and members of the board of directors are all part of a company's \_\_\_\_\_.  
a. general public  
b. internal public  
c. local public  
d. intermediary public  
e. market public
24. Which of the following is not a type of factor in a company's macroenvironment?  
a. demographic  
b. economic  
c. technological  
d. competitors  
e. political

25. Which type of market buys goods and services for further processing or for use in the production process?

- a. business
- b. reseller
- c. wholesale
- d. consumer
- e. retail

26. Research has shown that the most important demographic trend in the United States is the \_\_\_\_\_.

- a. changing age structure of the population
- b. mobility of people
- c. slowing birth rate
- d. increase in professional jobs
- e. aging population

27. Members of which of the following groups are more likely than the general population to have professional jobs, own a vacation home, own a notebook computer, and own individual stocks?

- a. Gen Xers
- b. gays and lesbians
- c. baby boomers
- d. echo boomers
- e. environmentalists

28. Which of the following groups of expenses uses up most household income?

- a. food, housing, retirement planning
- b. housing, insurance, taxes
- c. food, housing, transportation
- d. housing, taxes, transportation
- e. food, travel, savings

29. Which of the following represents the most dramatic force shaping a modern marketer's destiny?

- a. the technological environment
- b. the natural environment
- c. the political environment
- d. deregulation
- e. partnership marketing

30. A company or association's \_\_\_\_\_ is designed to help guide responses to complex social responsibility issues.

- a. code of ethics
- b. cause-related marketing
- c. discretion in enforcing regulations
- d. privacy policy
- e. core value system

- b
31. A society's \_\_\_\_\_ are expressed in how people view themselves, organizations, society, nature, and the universe.
- a. social codes
  - b. cultural values
  - c. demographics
  - d. public policies
  - e. economies
32. Despite the data glut that marketing managers receive, they frequently complain that they lack \_\_\_\_\_.
- a
- a. enough information of the right kind
  - b. quality information
  - c. timely information
  - d. accurate and reliable information
  - e. valid information
33. The real value of a company's marketing research and information system lies in the \_\_\_\_\_.
- d
- a. amount of data it generates
  - b. variety of contact methods it uses
  - c. efficiency with which it completes studies
  - d. quality of customer insights it provides
  - e. marketing information system it follows
34. \_\_\_\_\_ is the systematic collection and analysis of publicly available information about consumers, competitors, and developments in the marketing environment.
- b
- a. Marketing data
  - b. Marketing intelligence
  - c. Web Master
  - d. Sales and sales management
  - e. Secondary data
35. What is the first step in the marketing research process?
- b
- a. developing a marketing information system
  - b. defining the problem and research objectives
  - c. developing the research plan for collecting information
  - d. implementing the research plan
  - e. interpreting data and deciding on type of research
36. Marketing information has no value until it is used to \_\_\_\_\_.
- b
- a. satisfy company objectives
  - b. make better marketing decisions
  - c. simplify management's job
  - d. please stockholders
  - e. please customers

37. Causal research is used to \_\_\_\_\_.  
a. test hypotheses about cause-and-effect relationships  
b. gather preliminary information that will help define problems  
c. find information at the outset in an unstructured way  
d. describe marketing problems or situations  
e. quantify observations that produce insights unobtainable through other forms of research
38. Secondary data consists of information \_\_\_\_\_.  
a. that already exists somewhere and is outdated  
b. that does not currently exist in an organized form  
c. that already exists somewhere and was collected for another purpose  
d. used by competitors  
e. that the researcher can obtain through surveys and observation
39. For primary data to be useful to marketers, it must be relevant, current, unbiased, and \_\_\_\_\_.  
a. complete  
b. accurate  
c. inexpensive  
d. collected before secondary data  
e. valid
40. Ethnographic research \_\_\_\_\_.  
a. comes from traditional focus groups  
b. is gathered where people live and work  
c. provides secondary data  
d. is most popular in the service sector  
e. provides data to marketers when observation is impossible
41. Which of the following is not a disadvantage of telephone interviews?  
a. They are more expensive to conduct than mail questionnaires.  
b. Interviewer bias is introduced.  
c. Under time pressures, some interviewers might cheat.  
d. Interviewers tend to interpret answers similarly.  
e. Potential respondents may refuse to participate.
42. In CRM, findings about customers discovered through \_\_\_\_\_ techniques often lead to marketing opportunities.  
a. data warehouse  
b. data mining  
c. customer relationship strategy  
d. customer loyalty management  
e. value network

43. What do many researchers encounter when conducting market research in foreign countries?

- a. Some countries have few telephones, limiting access to respondents.
- b. Some countries have poor mail services.
- c. Some countries have poor roads that limit personal contacts.
- d. Some cultures may not value marketing research.
- e. all of the above

44. People change the goods and services they buy over time because of the two changing factors of \_\_\_\_\_.

- a. belief and attitude
- b. perception and personality
- c. age and life-cycle stage
- d. groups and learning
- e. family and tradition

45. \_\_\_\_\_ is a person's pattern of living as expressed in his or her psychographics, including his or her activities, interests, and opinions.

- a. Personality
- b. Culture
- c. Lifestyle
- d. Motive
- e. Social class

46. Maslow's theory is that \_\_\_\_\_ are arranged in a hierarchy from the most pressing at the bottom to the least pressing at the top.

- a. stimuli
- b. beliefs and attitudes
- c. perceptions
- d. human needs
- e. decisions

47. \_\_\_\_\_ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

- a. Personality
- b. Perception
- c. Selective grouping
- d. Learning
- e. Self-actualization

48. People tend to interpret new information in a way that will support what they already believe. This is called \_\_\_\_\_.

- a. selective retention
- b. selective distortion
- c. selective attitude
- d. selective learning
- e. selective perception



49. The buying process starts with \_\_\_\_\_, in which the buyer recognizes a problem or need.

- a. need recognition
- b. information search
- c. evaluation of alternatives
- d. purchase decision
- e. separation of needs and wants

50. The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in \_\_\_\_\_.

- a. product legitimization
- b. alternative evaluation
- c. postpurchase behavior
- d. product expectations
- e. information searches

51. Which of the following is not a way that business and consumer markets differ?

- a. satisfaction of needs through purchases
- b. market structure and demand
- c. nature of the buying unit
- d. types of decisions
- e. decision process

52. Because business purchases are usually more complex than consumer purchases, business buyers tend to \_\_\_\_\_.

- a. act independently
- b. use a more formalized buying process
- c. make quicker purchasing decisions
- d. be influenced by the attitudes of others
- e. rely on intuition

53. Which of the following is not included in the decision-making unit of a buying organization?

- a. individuals who use the product or service
- b. individuals who influence the buying decision
- c. individuals who make the buying decision
- d. individuals who supply the product
- e. individuals who control buying information

54. To evaluate the different market segments your company is serving, you would look at all of these factors except which one?

- a. segment size
- b. segment growth
- c. segment structural attractiveness
- d. company values
- e. company resources

55. Demographic variables are so frequently used in market segmentation because they

- d
- a. create smaller segments
  - b. create more easily reached segments
  - c. do not involve stereotypes
  - d. are comparatively easy to measure
  - e. are believed to be the most effective starting point

56. What are the four steps (in order) to target marketing?

- C
- a. market segmentation, differentiation, positioning, and targeting
  - b. positioning, market segmentation, mass marketing, and targeting
  - c. market segmentation, targeting, differentiation, and positioning
  - d. market alignment, market segmentation, differentiation, and market positioning
  - e. market recognition, market preference, market targeting, and market insistence

57. Even though several options are available at any one time, there \_\_\_\_\_ to segment a market.

- b
- a. is one single best way
  - b. is no single way
  - c. is a most effective way
  - d. are limited ways
  - e. are four ways

58. Many firms make an effort to identify smaller, better-defined target groups by using

- C
- a. user rates
  - b. loyalty segmentation
  - c. multiple segmentation bases
  - d. positioning
  - e. mass marketing

59. Ad man Don Draper believes that firms should develop a USP for each brand and stick to it. What does USP stand for?

- d
- a. unique selling product
  - b. unique services practice
  - c. unique sales pitch
  - d. unique selling proposition
  - e. universally strategic practice

60. Developing a strong position within several market segments creates more total sales than \_\_\_\_\_ marketing across all segments.

- a
- a. undifferentiated
  - b. differentiated
  - c. niche
  - d. target
  - e. individual

61. When choosing a target marketing strategy, many factors need to be considered. Which of the following does your text not mention as important?

- a. company resources
- b. degree of product variability
- c. product life-cycle stage
- d. product cost
- e. competitors' marketing strategies

62. Which group determines a product's position relative to competing products?

- a. manufacturers
- b. wholesalers
- c. retailers
- d. consumers
- e. suppliers

63. A company or store gains a(n) \_\_\_\_\_ by understanding customer needs better than competitors do and delivering more value.

- a. competitive advantage
- b. positioning advantage
- c. cost advantage
- d. efficiency advantage
- e. synergy

64. \_\_\_\_\_ are a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.

- a. Line extensions
- b. Services
- c. Brands
- d. Consumer products
- e. Supplements

65. Product planners need to think about products and services on three levels. The most basic level is the \_\_\_\_\_, which addresses the question, "What is the buyer really buying?"

- a. actual product
- b. augmented product
- c. core benefit
- d. co-branding
- e. exchange

66. Products and services fall into two broad classes based on the types of consumers that use them. Which of the following is one of these broad classes?

- a. industrial products
- b. specialty products
- c. supplies and services
- d. materials and parts
- e. convenience products

67. \_\_\_\_\_ are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price, and style. Consumers spend much time and effort in gathering information and making comparisons about these products.

- a. Convenience products
- b. Shopping products
- c. Unsought products
- d. Industrial products
- e. Line extensions

68. Developing a product or service involves defining the benefits that it will offer. These benefits are communicated and delivered by \_\_\_\_\_ such as quality, features, and style and design.

- a. private brands
- b. product attributes
- c. consumer products
- d. product mixes
- e. marketing tools

69. A(n) \_\_\_\_\_ is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service.

- a. service
- b. brand
- c. co-branding
- d. internal marketing
- e. external marketing

70. \_\_\_\_\_ involves designing and producing the container or wrapper for a product.

- a. Packaging
- b. Product line
- c. Service
- d. Branding
- e. Labeling

71. A \_\_\_\_\_ is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges.

- a. product line
- b. line extension
- c. private brand
- d. convenience product
- e. product bandwidth

72. Some analysts see \_\_\_\_\_ as the major enduring asset of a company, outlasting the company's specific products and facilities.

- a. brands
- b. convenience products
- c. specialty products
- d. unsought products
- e. staples

73. Which of the following is not a desirable quality for a brand name?

- a. It should suggest something about the product's benefits and qualities.
- b. It should be easy to pronounce, recognize, and remember.
- c. The brand should almost always be a long word to get attention.
- d. The name should translate easily into foreign languages.
- e. It should be distinctive

74. \_\_\_\_\_ occurs when two established brand names of different companies are used on the same product.

- a. A brand extension
- b. Brand equity
- c. Co-branding
- d. Internal marketing
- e. Cannibalization}

75. A company must consider four special service characteristics when designing marketing programs. Which is not one of these characteristics?

- a. intangibility
- b. inseparability
- c. perishability
- d. interactive marketing
- e. variability

76. Through \_\_\_\_\_, the service firm trains and motivates its customer-contact employees and supporting service people to work as a team to provide customer satisfaction.

- a. service inseparability
- b. service intangibility
- c. service variability
- d. internal marketing
- e. external marketing

77. The creation of a successful new product depends on a company's understanding of its \_\_\_\_\_ and its ability to deliver \_\_\_\_\_ to customers.

- a. competitors, distributors, and employees; new styles
- b. customers, brands, and products; product images
- c. customers, competitors, and markets; superior value
- d. product, marketing mix, and marketing strategy; functional features
- e. product life cycle, legal responsibilities, and social responsibilities; innovations

78. New product development starts with \_\_\_\_\_.

- a. idea generation
- b. idea screening
- c. concept development
- d. concept testing
- e. test marketing

79. Which of the following is perhaps the most important external source of new-product ideas?

- a. engineers
- b. customers
- c. competitors
- d. trade magazines, shows, and seminars
- e. distributors and suppliers

80. The purpose of idea generation is to create a \_\_\_\_\_ of ideas. The purpose of succeeding stages is to \_\_\_\_\_ that number.

- a. small number; reduce
- b. small number; increase
- c. large number; increase
- d. large number; reduce
- e. small number; maintain

81. In the concept testing stage of new-product development, a product concept in \_\_\_\_\_ form is presented to groups of target consumers.

- a. physical or symbolic
- b. prototype
- c. final
- d. market-tested
- e. commercial

82. A review of the sales, costs, and profit projections for a new product to find out whether they satisfy the company's objectives is called a \_\_\_\_\_.

- a. business feasibility
- b. feasibility study
- c. business analysis
- d. product acceptance
- e. proposal

83. In the \_\_\_\_\_ stage of new-product development, products often undergo rigorous tests to make sure that they perform safely and effectively or that consumers will find value in them.

- a. business analysis
- b. idea generation
- c. concept development and testing
- d. product development
- e. marketing mix

84. Once Wainwright Industries' new riding lawnmower made especially for women passes concept and product tests, the next step is \_\_\_\_\_.

- a. test marketing
- b. focus group surveys
- c. commercialization
- d. post-testing
- e. business analysis

85. The major purpose of test marketing is to provide management with the information needed to make a final decision about \_\_\_\_\_.

- a. how to develop a market strategy
- b. which market to compete in
- c. whether to launch the new product
- d. how to compete in the market
- e. how long to compete in the market

86. The PLC concept can be applied by marketers as a useful framework for describing how \_\_\_\_\_.

- a. to forecast product performance
- b. to develop marketing strategies
- c. products and markets work
- d. concept testing is conducted
- e. product ideas are developed

87. In which stage of the PLC will promotional expenditures be high in an attempt to react to increasing competition?

- a. product development
- b. introduction
- c. growth
- d. maturity
- e. decline

88. The advantages of standardizing an international product include all of the following except \_\_\_\_\_.

- a. the development of a consistent image
- b. lower product design costs
- c. the adaptation of products to different markets
- d. decreased manufacturing costs
- e. lower marketing costs

89. The \_\_\_\_\_ for a guest paying for a night's stay at a hotel would include fresh flowers in the room, remote control television, express checkout, and superb room service.

- a. actual product
- b. value network
- c. augmented product
- d. potential product
- e. generic product

90. Of the five consumer adopter categories, which group is most likely to take the most risk and try out a new product first?

- a) laggards
- b) early majority
- c) target market
- d) innovators
- e) late majority