

Business Analytics



UNIVERSITAT DE
BARCELONA

Facultat d'Economia
i Empresa

Test Solutions

- Marketing is:
 - A) All those activities that aim to satisfy consumer needs and wishes, through interchange.
 - B) Because the purpose of business is to create a customer, the business enterprise has two-and-only-two basic functions: Marketing and Innovation
 - C) Marketing is the science and the art of exploring, creating and delivering value to satisfy consumer needs at a profit.
 - **D) All other answers are correct.**
- The evolution of the marketing concept has shifted from production orientation to:
 - A) Product orientation.
 - B) Sales orientation.
 - **C) Market or society oriented.**
 - D) None of the other answers is correct

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- A strategic marketing plan is structured in 3 phases:
 - A) Product Definition, Communication and Sales
 - **B) Market Research, Product/Service Definition, Tactical Marketing.**
 - C) Environment Analysis, Price strategy and Distribution.
 - D) All other answers are correct
- The Market Research phase of a strategic marketing plan is structured in 2 subphases:
 - **A) Discovering market opportunities and Competitive Environment Analysis.**
 - B) Market Positioning & Strategy
 - C) Marketing & Selling Model
 - D) All other answers are correct

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- To discover new market opportunities you can:
 - A) Speak to prospects you've lost and talk to current customers
 - B) Develop Competitor analysis in order to understand the market and commission some market research.
 - C) Explore indirect opportunities and look at environmental factors
 - **D) All other answers are correct**
- The components of 5 Forces Model are:
 - A) Buyer Power and Supplier Power.
 - B) Threat of New Entry and Threat of Substitution.
 - C) Competitive Rivalry.
 - **D) All other answers are correct.**

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- To protect from Threat of New Entrants a company can develop different strategies:
 - **A) Supply side economies of Scale and/or Sell side economies of Scale**
 - B) Reduce customer switching cost
 - C) Share Distribution Channels with competitors.
 - D) All other answers are correct.
- The Buyer Power risk is reduced by:
 - A) Reduce Network Effect.
 - B) Reduce customer switching cost
 - **C) Differentiating products and increasing buyer information availability.**
 - D) All other answers are correct.

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- In the 5 Forces Model we consider substitutes products or services as:
 - **A) Products or Services that satisfy the same basic/economic need (or utility) using a different technology**
 - B) The same product from a different company.
 - C) Substitutes come always from the same industry.
 - D) All other answers are correct.
- Power of suppliers analyses how much power and control a company's supplier has over the potential to raise its prices or to reduce the quality of purchased goods or services. Factors that can affect to this risk are:
 - A) The strength of the distribution channels.
 - B) The concentration of suppliers.
 - C) The availability of substitute suppliers
 - **D) All other answers are correct**



Thank You



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