|  |
| --- |
|  |
| 1. Katherop, a company that manufactures and supplies baby clothes, conducts a charity program every year to distribute free products to the underprivileged children in rural areas. The company advertises this program to gain attention of its customers. Which of the following marketing strategies does this scenario best illustrate? |
| 2. Aiden Brent, an international tennis player, owns a multinational chain of sports shops named Brent Deuce. The company is popular and gets the attention of sports enthusiasts because of its brand name and ownership. Which of the following marketing strategies does this scenario best illustrate? |
| 3. As part of its corporate social responsibility activities, Weslimkur, a tire manufacturer, sponsored 1,000 bikes for the city of Clankofton. On every bike, the company's name is engraved along with these words: "Ride to work; help save earth from global warming." Which of the following marketing strategies does this scenario best illustrate? |
| 4. Hartown Medicare, a private hospital, advertises at bus stops for blood donation using the slogan: "Donate blood, save lives, stay healthy! You can donate blood at Hartown's 24/7." Which of the following marketing strategies does this scenario best illustrate? |
| 5. Lupebel is a company that sells cosmetic products. The quality of Lupebel's products are high and its prices are reasonable. However, the company takes little effort to market them to the right customers. Lupebel's marketing strategies are not any different from its competitors'; and the company does not portray its product advantages and low pricing in its advertisements. In the context of customer satisfaction, which of the following traps did Lupebel most likely fall into? |
| 6. In the context of marketing a product, which of the following statements is true of overpromising? |
| 7. Which of the following can be achieved by marketers by acquiring customer loyalty? |
| 8. Which of the following characteristics of a well-chosen target market states that the people of the target market must be willing and able to spend more than the cost of producing and marketing a product? |
| 9. Peter is starting a new business. He selects his target market by identifying similar characteristics, attributes, and behaviors of customers and then grouping them accordingly. Which of the following strategies has Peter employed? |
| 10. \_\_\_\_\_ refers to dividing the market based on consumer attitudes, interests, values, and lifestyles. |
| 11. \_\_\_\_\_ is the description of how people act when they are buying, using, and discarding goods and services for their own personal consumption. |
| 12. In the context of marketing research data, if the marketer of a company wants to gather secondary data, he or she should use \_\_\_\_\_. |
| 13. Which of the following is the biggest downside of observation research? |
| 14. \_\_\_\_\_ demands that marketers actively contribute to the needs of the broader community. |
| 15. The Internet has opened the door for \_\_\_\_\_, which is creating products tailored for individual consumers on a large scale. |