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| *Indicate the answer choice that best completes the statement or answers the question.* |

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| 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?   |  |  |  | | --- | --- | --- | |  | a. | People marketing | |  | b. | Place marketing | |  | c. | Event marketing | |  | d. | Relationship marketing | |

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| 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?   |  |  |  | | --- | --- | --- | |  | a. | People marketing | |  | b. | Place marketing | |  | c. | Event marketing | |  | d. | Idea marketing | |

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| 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?   |  |  |  | | --- | --- | --- | |  | a. | People marketing | |  | b. | Place marketing | |  | c. | Event marketing | |  | d. | Idea marketing | |

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| 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?   |  |  |  | | --- | --- | --- | |  | a. | People marketing | |  | b. | Place marketing | |  | c. | Event marketing | |  | d. | Idea marketing | |

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| 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?   |  |  |  | | --- | --- | --- | |  | a. | Limited relationship | |  | b. | Full partnership | |  | c. | Underpromising | |  | d. | Foretokening | |

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| 6. In the context of marketing a product, which of the following statements is true of overpromising?   |  |  |  | | --- | --- | --- | |  | a. | Customers will be disappointed if the product falls short of very high expectations. | |  | b. | Only a tiny base of customers will be willing to try the product. | |  | c. | Customers will forgive the mistakes made by the marketers. | |  | d. | Buyers will provide positive feedback to the marketers. | |

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| 7. Which of the following can be achieved by marketers by acquiring customer loyalty?   |  |  |  | | --- | --- | --- | |  | a. | A decrease in the actual value of products | |  | b. | The ability to function without feedback | |  | c. | Automatic market segmentation | |  | d. | Acquisition of new customers | |

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| 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?   |  |  |  | | --- | --- | --- | |  | a. | Limited competition | |  | b. | Accessibility | |  | c. | Size | |  | d. | Profitability | |

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| 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?   |  |  |  | | --- | --- | --- | |  | a. | People marketing | |  | b. | Customer relationship management | |  | c. | Place marketing | |  | d. | Market segmentation | |

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| 10. \_\_\_\_\_ refers to dividing the market based on consumer attitudes, interests, values, and lifestyles.   |  |  |  | | --- | --- | --- | |  | a. | Geographic segmentation | |  | b. | Behavioral segmentation | |  | c. | Psychographic segmentation | |  | d. | Demographic segmentation | |

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| 11. \_\_\_\_\_ is the description of how people act when they are buying, using, and discarding goods and services for their own personal consumption.   |  |  |  | | --- | --- | --- | |  | a. | Cognitive dissonance | |  | b. | Observation research | |  | c. | Survey research | |  | d. | Consumer behavior | |

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| 12. In the context of marketing research data, if the marketer of a company wants to gather secondary data, he or she should use \_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | mall interviews | |  | b. | a focus group | |  | c. | his or her own surveys | |  | d. | the company's product sales history | |

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| 13. Which of the following is the biggest downside of observation research?   |  |  |  | | --- | --- | --- | |  | a. | It is expensive and ineffective. | |  | b. | It does not yield any information on consumer motivation. | |  | c. | It is influenced by the thoughts and feelings of its research subjects. | |  | d. | It does not show what people actually do. | |

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| 14. \_\_\_\_\_ demands that marketers actively contribute to the needs of the broader community.   |  |  |  | | --- | --- | --- | |  | a. | Social responsibility | |  | b. | Ethical consumerism | |  | c. | Corporate sustainability | |  | d. | Shareholder primacy | |

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| 15. The Internet has opened the door for \_\_\_\_\_, which is creating products tailored for individual consumers on a large scale.   |  |  |  | | --- | --- | --- | |  | a. | corporate philanthropy | |  | b. | ethical consumerism | |  | c. | mass customization | |  | d. | flow production | |

**Answer Key**

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| 2. a |

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| 3. d |

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| 4. d |

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| 5. c |

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| 6. a |

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| 9. d |

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| 10. c |

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| 11. d |

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| 12. d |

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| 13. b |

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| 14. a |

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| 15. c |