**Multiple choice questions**

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 8 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. **Customer equity is defined as:** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | **the total combined customer lifetime values of all the company's customers** | |  | the total combined supplier lifetime values of all the company's suppliers | |  | the total combined stock value of all the company's warehouses | |  | all of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 2. **Which of the following is not part of the marketing concept?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_2.gif | |  | |  |  | | --- | --- | |  | Customer needs | |  | Integrated marketing | |  | Profits through customer satisfaction | |  | **Profits through sales volume** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 3. **What does the term NPV stand for?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_3.gif | |  | |  |  | | --- | --- | |  | Network price value | |  | **Net present value** | |  | Nordic product value | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 5. **A company can classify customers according to their potential profitability and manage its relationships with them accordingly.** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_5.gif | |  | **True**  False | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/ps_bkgd_lower_left.gif |  | End of Question 6 |

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 7. **Marketing is the process by which companies create \_\_\_\_\_\_ for customers and build strong customer \_\_\_\_\_\_\_ in order to capture value from customers in return.** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_7.gif | |  | |  |  | | --- | --- | |  | ads, campaigns | |  | products, discounts | |  | **value, relationships** | |  | none of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 8. **The selling concept consists of which of the following four major elements?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_8.gif | |  | |  |  | | --- | --- | |  | Factory, existing products, brand extensions, profits through sales volume | |  | **Factory, existing products, selling and promoting, profits through sales volume** | |  | Factory, marketing, societal marketing concepts, supplier needs | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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**Multiple choice questions**

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 9 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. **The marketing mix refers to which of the following?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | Product, price, place, partners | |  | Product, producers, price, place | |  | **Product, price, place and promotion** | |  | Product, price, place, people | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 2. **The customer-driven marketing strategy consists of which of the following?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_2.gif | |  | |  |  | | --- | --- | |  | **Market segmentation, market targeting, differentiation and positioning** | |  | Market segmentation, telemarketing, differentiation and positioning | |  | Market strategies, market targeting, differentiation, positioning | |  | Market strategies, market targeting, differentiation, pricing | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 3. **Which of the following statements is true?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_3.gif | |  | |  |  | | --- | --- | |  | **Threats are unfavorable external factors or trends that may present challenges to performance** | |  | Threats are unfavorable internal factors or trends that may present challenges to performance | |  | Weaknesses are unfavorable external factors or trends that may present challenges to performance | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 4. **Diversification is characterized by which of the following?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_4.gif | |  | |  |  | | --- | --- | |  | Producing existing products for the existing market | |  | Offering new products to current markets, by building new factories | |  | **Starting up or buying businesses outside of its current products and markets** | |  | All of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 5. **Many companies have dropped formal matrix methods in favor of more customized approaches that better suit their specific situations.** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_5.gif | |  | **True**  False | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 7. **The "4Cs" refers to which of the following?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_7.gif | |  | |  |  | | --- | --- | |  | Customer solution, customer cost, customer solution, customer gender classification | |  | **Customer solution, customer cost, convenience and communication** | |  | Customer solution, convenience, calculation, computer programs | |  | Communication, convenience, customer cost, calculation | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 8. **What does the term SWOT stand for?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_8.gif | |  | |  |  | | --- | --- | |  | **Strengths, weaknesses, opportunities, threats** | |  | Strengths, wholesalers, opportunities, threats | |  | Strengths, weaknesses, over all goals, threats | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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**Multiple choice questions**

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 7 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. **The microenvironment covers which of the following?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | Suppliers | |  | Customers | |  | Competitors | |  | **All of the above** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 2. **Which of the following statements is true?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_2.gif | |  | |  |  | | --- | --- | |  | **Demography is the study of human population in terms of size, density, location, age, gender, occupation and other statistics** | |  | The technological environment is made up of institutions and other forces that affect a society's basic values, perceptions, preferences and behaviors | |  | The ecological environment consists of factors that affect consumer purchasing power and spending patterns | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 3. **The "public" refers to which of the following?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_3.gif | |  | |  |  | | --- | --- | |  | Is a well defined target group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives | |  | Is a single person that has an actual or potential interest in or impact on an organization's ability to achieve its objectives | |  | **Is any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives** | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 4. **Which of the following is a macroenvironment force?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_4.gif | |  | |  |  | | --- | --- | |  | Demographic | |  | Technological | |  | Political | |  | **All of the above** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 5. **Marketing intermediaries help the company to promote, sell and distribute its products to final buyers.** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_5.gif | |  | **True**  False | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 7. **The macroenvironment are the larger societal forces that affect the microenvironment - demographic, economic, ecological, technological, \_\_\_\_\_\_\_, and \_\_\_\_\_\_\_ forces.** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_7.gif | |  | |  |  | | --- | --- | |  | **political, cultural** | |  | political, supplier | |  | competitor, cultural | |  | none of the above | | |  |

**Multiple choice questions**

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 6 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. **Which of the following statements is true?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | Primary data can usually be obtained more quickly and at a lower cost than secondary data | |  | Marketing intelligence is the systematic collection and analysis of non public information about consumers, competitors and developments in the marketplace | |  | **Marketing intelligence is the systematic collection and analysis of public available information about consumers, competitors and developments in the marketplace** | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 2. **According to the Marketing information system, the marketing environment are described as which of the following?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_2.gif | |  | |  |  | | --- | --- | |  | Analysis, planning, implementation, control | |  | Internal databases, information analysis, marketing intelligence | |  | **Target markets, marketing channels, competitors, publics, macroenvironment forces** | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 3. **The exploratory research refers to which of the following?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_3.gif | |  | |  |  | | --- | --- | |  | **To gather preliminary information that will help define the problem and suggest hypotheses** | |  | To gather 100 % correct information that will help to define the problem and lead to a definitive decision | |  | Aims to describe who buy the product | |  | All of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 4. **What does the term CRM stand for?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_4.gif | |  | |  |  | | --- | --- | |  | **Customer Relationship Management** | |  | Customer Relationship Marketing | |  | Consumer Relationship Management | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 5. **Primary data consists of information that already exists somewhere, having been collected for another purpose.** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_5.gif | |  | True **False** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 6. **Survey research is the most widely used method for primary data collection.** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_6.gif | |  | **True**  False | |  |

**Multiple choice questions**

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 6 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. **According to research, there are four factors that influence consumer buyer behavior:** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | psychological, personal, social, CRM systems | |  | cultural, organizational, personal, psychological | |  | **cultural, social, personal, psychological** | |  | none of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 2. **The psychological factors influencing consumer behavior are;** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_2.gif | |  | |  |  | | --- | --- | |  | **motivation, perception, learning, beliefs and attitudes** | |  | culture, subculture, social class | |  | reference groups, family, roles and status | |  | all of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 3. **Which of the following statements is not true?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_3.gif | |  | |  |  | | --- | --- | |  | Sigmund Freud assumed that people are largely unconscious about the real psychological forces shaping their behavior | |  | The term motivation research refers to qualitative research designed to probe consumers` hidden, subconscious motivations | |  | Abraham Maslow sought to explain why people are driven by particular needs at particular times | |  | **Selective retention means that marketers must try to understand the mind-sets of consumers and how these will affect interpretations of advertising and sales information** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 4. **The consumers' five steps of adopting a new product refer to which of the following?** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_4.gif | |  | |  |  | | --- | --- | |  | **Awareness, interest, evaluation, trial, adoption** | |  | Awareness, promotion, evaluation, trial, adoption | |  | Adoption, interest, evaluation, trial promotion | |  | Awareness, interest, cash cows, trial, adoption | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 5. **Habitual buying behavior occurs under conditions of low-consumer involvement and little significant brand difference.** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_5.gif | |  | **True**  False | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 6. **Brand ambassadors spreading the word about their products are an example of; Buzz marketing.** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_6.gif | |  | **True**  False | |  |
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# Multiple choice questions

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 7 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. What are the business buyers' three types of buying situations? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | Awareness, evaluation, trial | |  | Straight rebuys, rebuys for laggards, old task | |  | **Straight rebuys, modified rebuys, new task** | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 2. Which of the following is one of the business roles in the purchase decision process? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_2.gif | |  | |  |  | | --- | --- | |  | **Gatekeeper** | |  | Producer | |  | Retailer | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 3. Which of the following statements is true? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_3.gif | |  | |  |  | | --- | --- | |  | Most manufacturers make all or even a majority of their sales through direct channels | |  | **Compared with consumer purchases a business purchase involves more decision participants** | |  | In the business buying process the buyer and seller are often much less dependent on each other | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 4. Which of the following is not a characteristic of business markets? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_4.gif | |  | |  |  | | --- | --- | |  | Business buyer demand is derived from final consumer demand | |  | Demand in business markets fluctuates more, and more quickly | |  | **Business buyers usually face less complex buying decisions** | |  | The business buying process is more formalized | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 5. Supplier search is the first stage of the business buying process. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_5.gif | |  | True **False** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 6. "From a branding perspective, it's very important to protect and develop the qualities of the Stiga brand, our flagship brand, and that's easy since we are having full control of what's happening at the retail level." | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_6.gif | |  | True  **False** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 7. Many business markets have Inelastic demand; the total demand for many business products is not affected much by price changes, especially in the short run. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_7.gif | |  | **True**  False | |  |

# Multiple choice questions

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 10 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. Which of the following is part of the demographic segmentation for consumer markets? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | **Age** | |  | Social grade | |  | Lifestyle | |  | Personality | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 2. The major segmentation variables for consumer markets, refers to which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_2.gif | |  | |  |  | | --- | --- | |  | Geographic, density, psychographic, behavioral | |  | Gender, demographic, psychographic, lifestyle | |  | **Geographic, demographic, psychographic, behavioral** | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 3. Which of the following statements is true? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_3.gif | |  | |  |  | | --- | --- | |  | Psychographic segmentation divides buyers into groups based on their knowledge, attitude or responses to a product | |  | Target market; a set of buyers sharing common needs or characteristics that the company decides to serve | |  | **Demographic segmentation divides buyers into different groups based on asocial grade, lifestyle or personality characteristics** | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 4. Which of the following statements is true? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_4.gif | |  | |  |  | | --- | --- | |  | Segmentation, divide the total market into smaller segments | |  | Targeting, select the segment or segments to enter | |  | Positioning, position the market offering in the minds of target customers | |  | **All of the above** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 5. In demographic segmentation the market is divided into different geographical units such as nations, regions or cities. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_5.gif | |  | True **False** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 6. Consumer and business markets use many of the same variables to segment their markets. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_6.gif | |  | **True**  False | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 7. To be useful, market segments must be: | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_7.gif | |  | |  |  | | --- | --- | |  | Measurable and Accessible | |  | Substantial and Differentiable | |  | Actionable | |  | **All of the above** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 8. A value proposition is the full \_\_\_\_\_\_\_ of a \_\_\_\_\_\_\_ - the full mix of benefits upon which it is positioned. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_8.gif | |  | |  |  | | --- | --- | |  | package, product | |  | **positioning, brand** | |  | positioning, retailer | |  | package, retailer | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 9. USP stands for which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_9.gif | |  | |  |  | | --- | --- | |  | Unique segmentation proposition | |  | Unique selling positioning | |  | **Unique selling proposition** | |  | None of the Above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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# Multiple choice questions

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 8 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. Leveraging the mature Björn Borg brand by producing new underwear models, you use a: | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | **line extension** | |  | brand extension | |  | multibrand | |  | none of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 3. Which of the following options represent the manufacturers' sponsorship options? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_3.gif | |  | |  |  | | --- | --- | |  | Private brand | |  | Licensed brand | |  | Co-brand | |  | **All of the above** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 5. Co-branding is defined as: the practice of using the established brand names of two different companies on the same product. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_5.gif | |  | **True**  False | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 6. Building global brand equity for the Bj�rn Borg brand involves four important dimensions, brand awareness, increasing the perceived quality, creating strong associations and have lower prices than the competing brands. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_6.gif | |  | True  **False** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 7. A store brand (private brand) is created and owned by a manufacturer of a product or service. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_7.gif | |  | True  **False** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 8. Line extension refers to which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_8.gif | |  | |  |  | | --- | --- | |  | **A company extends existing brand names to new forms, colors, sizes or flavors** | |  | A brand created and owned by a reseller of a product or service | |  | A company extends a current brand name to new or modified products in a new category | |  | All of the above | | |  |

# Multiple choice questions

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 7 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. Which of the following statements is true? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | Product line stretching occurs when a company lengthens its product line beyond its current range | |  | Product line filling involves adding more items within the present range of the line | |  | Companies in the middle range of the market may decide to stretch their lines both downwards and upwards | |  | **All of the above** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 2. The concept when organizations carry out activities to "sell" the organization itself is called which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_2.gif | |  | |  |  | | --- | --- | |  | **Employer branding** | |  | Employer services | |  | Place marketing | |  | Place employment | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 4. Which of the following statements is true? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_4.gif | |  | |  |  | | --- | --- | |  | **Perishability - services cannot be stored for later sale of use** | |  | Intangibility - services cannot be separated from their providers | |  | Variability - services cannot be seen, tasted, felt, heard or smelt before purchase | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 6. Product mix depth refers to the number of versions offered of each product in the line. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_6.gif | |  | **True** False | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 7. A major product line decision involves which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_7.gif | |  | |  |  | | --- | --- | |  | Product logistic solutions- number of items in the warehouse | |  | Product price reduction | |  | **Product line length - the number of items in the product line** | |  | All of the above | | |  |
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# Multiple choice questions

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 9 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. Temporarily reducing prices to increase short-run sales is an example of which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | Segmented pricing | |  | **Promotional pricing** | |  | Dynamic pricing | |  | Geographical pricing | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 2. Strategies that are used for new product pricing are called which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_2.gif | |  | |  |  | | --- | --- | |  | Market-skimming pricing and Market-penetration pricing | |  | **Market-skimming pricing and Market-product pricing** | |  | Market-segmentation pricing and Market-penetration pricing | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 3. What is captive product pricing? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_3.gif | |  | |  |  | | --- | --- | |  | Setting prices across an entire product line | |  | Pricing bundles of products sold together | |  | **Pricing products that must be used with the main product** | |  | Pricing low-value by-products, to get rid of them | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 5. Under oligopolistic competition the market consists of a few sellers who are highly sensitive to each other's pricing and market strategies. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_5.gif | |  | **True**  False | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 7. A value-based pricing strategy involves which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_7.gif | |  | |  |  | | --- | --- | |  | The pricing is product driven; the input comes from calculus and controlling | |  | **Setting price based on buyers' perceptions of value rather than on seller's cost** | |  | The company adds up the costs of making the product and sets a price that covers the cost plus target profit | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 8. The "experience curve" refers to which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_8.gif | |  | |  |  | | --- | --- | |  | **Cost per unit as a function of accumulated production** | |  | Short-run product cost | |  | Brake-even cost per unit | |  | All of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 9. When initiating price changes the company must anticipate possible reactions from both buyers and competitors. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_9.gif | |  | **True**  False | |  |

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# Multiple choice questions

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 7 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. Which of the following statements is true? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | The franchise organization is not the most common type of contractual relationship | |  | **Horizontal marketing systems, two or more companies at one level join together to follow a now market opportunity** | |  | A corporate VMS integrates successive stages of production and distribution under shared ownership | |  | All of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 2. Stocking the product in as many outlets as possible refers to which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_2.gif | |  | |  |  | | --- | --- | |  | Exclusive distribution | |  | Selective distribution | |  | **Intensive distribution** | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 3. Which of the following statements is true? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_3.gif | |  | |  |  | | --- | --- | |  | Using intermediaries normally increase the number of channel transactions | |  | Downstream marketing channel partners are firms that supply raw material and components | |  | A direct channel has many intermediary levels | |  | **None of the above** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 6. Wholesaling includes all activities involved in selling goods and services to those buying for resale or business use. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_6.gif | |  | **True**  False | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 7. Retailers must decide on three major product variables: | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_7.gif | |  | |  |  | | --- | --- | |  | product assortment, segment mix, raw material cost | |  | price reduction, segment mix, store atmosphere | |  | **product assortment, service mix, store atmosphere** | |  | none of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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# Multiple choice questions

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 8 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. Which of the following is not part of the AIDA model? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | Attention | |  | **Integration** | |  | Desire | |  | Action | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 2. The six consumer buyer-readiness stages, refers to which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_2.gif | |  | |  |  | | --- | --- | |  | Awareness, sender, encoder, decoder, receiver, feedback | |  | **Awareness, knowledge, liking, preference, conviction, purchase** | |  | Awareness, price, liking, preference, conviction, package | |  | None of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 3. Which of the following statements is not true? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_3.gif | |  | |  |  | | --- | --- | |  | A push strategy involves "pushing" the product through marketing channels to final consumers | |  | Advertising strategy consists of two major elements: creating advertising messages and selecting advertising media | |  | Public relations can have a strong impact on public awareness at a much lower cost than advertising can. | |  | **Sales promotion is the most long-term of the promotion mix tools** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 4. What is the first stage in preparing marketing communications? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_4.gif | |  | |  |  | | --- | --- | |  | A message should be constructed | |  | Feedback must be prepared | |  | Media should be selected | |  | **Identify the target audience** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 5. Public relations can reach many prospects who avoid salespeople and advertisements - the message gets to the buyers as "news" rather than as a sales-directed communication. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_5.gif | |  | **True**  False | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 6. Point-of-purchase (POP) promotions include displays and demonstrations that take place at the point of sale. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_6.gif | |  | **True**  False | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 7. Which of the following statements is true? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_7.gif | |  | |  |  | | --- | --- | |  | Receiver: the unplanned static or distortion during the communications process | |  | Decoding: the set of symbols that the sender transmits | |  | Noise: the process by which the receiver assign a meaning to the symbols encoded by the sender | |  | **None of the above** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 8. IMC stands for which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_8.gif | |  | |  |  | | --- | --- | |  | **Integrated marketing communications** | |  | Integrated management communications | |  | International marketing communication | |  | None of the Above | | |  |
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# Multiple choice questions

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 8 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. Which of the following is not one of Michael Porter's basic competitive position strategies? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | Overall cost leadership | |  | Differentiation | |  | Focus | |  | **Operational excellence** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 4. Benchmarking: comparing the company's products and processes to those of competitors or leading firms in other industries to identify "best practice" and find ways to improve quality and performance. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_4.gif | |  | **True**  False | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 5. The key idea in niching is to have the broadest product assortment on the market. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_5.gif | |  | True **False** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 6. Customer intimacy: the company provides superior value by leading its industry in price and convenience. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_6.gif | |  | True  **False** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 7. Creating competitive advantages begins with a thorough understanding of competitors' \_\_\_\_\_\_\_. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_7.gif | |  | |  |  | | --- | --- | |  | Logistics | |  | business goals | |  | **Strategies** | |  | none of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 8. Michael Treacy and Fred Wiersema suggest that companies gain leadership positions by delivering \_\_\_\_\_\_\_ \_\_\_\_\_\_\_ to their customers. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_8.gif | |  | |  |  | | --- | --- | |  | **superior value** | |  | cost leadership | |  | differentiated products | |  | none of the above | | |  |
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# Multiple choice questions

Try the multiple choice questions below to test your knowledge of this chapter. Once you have completed the test, click on 'Submit Answers for Grading' to get your results.

*This activity contains 8 questions.*

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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 1. Which of the following statements is true? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_1.gif | |  | |  |  | | --- | --- | |  | Consumerism is an organized movement of citizens and government agencies to improve the rights and power of buyers in relation to seller | |  | Environmentalists are concerned with marketing's effects on the environment and with the environmental cost of serving consumer needs and wants | |  | Under the sustainable marketing concept a company's marketing should support the best long-run performance of the marketing system | |  | **All of the above** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 2. According to research, there are three ways when deciding how to enter the foreign market: | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_2.gif | |  | |  |  | | --- | --- | |  | **exporting, joint venturing, direct investment** | |  | importing, joint venturing, direct investment | |  | exporting, joint venturing, demography | |  | none of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 3. Which of the following is not a deceptive practice? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_3.gif | |  | |  |  | | --- | --- | |  | Pricing | |  | Promotion | |  | Packing | |  | **Place** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 4. Product adaption is which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_4.gif | |  | |  |  | | --- | --- | |  | Consists of creating something new for a specific country market | |  | Means marketing a product in a foreign market without any change | |  | **Involves changing the product to meet local conditions and wants** | |  | All of the above | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 5. A global firm is one that, by operating in more than one country, gains marketing, production, R&D, and financial advantages that are not available to purely domestic companies. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_5.gif | |  | **True**  False | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 6. The biggest involvement in a foreign market comes through a joint venture. | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_6.gif | |  | True  **False** | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 7. Cultural and social norms are examples of which of the following? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_7.gif | |  | |  |  | | --- | --- | |  | Demographic characteristics | |  | Geographic characteristics | |  | Political and legal factors | |  | **None of the above** | | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif |
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| https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/pixel.gif | |  |  | | --- | --- | |  | Question 8. Which of the following is not correct? | | https://wps.pearsoned.co.uk/wps/media/styles/1480/_skins_/D/default_blue/problem_type_8.gif | |  | |  |  | | --- | --- | |  | Most international trade involves cash transactions | |  | **Nations don't differ in their political-legal environments** | |  | Disneyland Paris flopped at first because it failed to take local cultural values and behaviors into account | |  | All of the above are | | |  |

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