



## Comm 223 Quiz Questions Ch1-6

Marketing Management I (Concordia University)



Scan to open on Studocu

1. A market researcher wants to find the cause-and-effect relationship between using organic ingredients in food and the subsequent consumption by customers. He invites ten respondents to his research firm and asks them to taste two identical dishes. The dishes were prepared in a similar manner, but one has natural herbs for flavoring, and the other has artificial flavors. This is an example of \_\_\_\_\_.

descriptive research  
ethnographic research  
**experimental research**  
online research  
exploratory research

2. There are similarities of consumer behaviour within a generation mainly because those who belong to the same generation

**Have similar life experiences**

3. Using generation as the only segmentation basis for marketing purposes can be misleading in Canada because

**There are significant differences in consumer characteristics due to continuous immigration from many different countries with different cultures and ethnicity**

4. Stew Leonard's has created what has been the "Disneyland of Dairy Stores," complete with costumed characters, scheduled entertainment, and a petting zoo. It's built 30 additions onto the original store, which now serves more than 300,000 customers each week. This legion of loyal shoppers is largely a result of the store's passionate approach to customer service. Instead of focusing on individual transactions, Stew and his staff are putting a priority on \_\_\_\_\_

**capturing customer lifetime value**

5. \_\_\_\_\_ are the form human needs take as they are shaped by culture and individual personality

**Wants**

6. Packaging is an element of the \_\_\_\_\_ component of a company's marketing mix.

**Product**

7. Subcultures include...

**Religions, ethnicities, racial groups, people in geographic regions (all of the above)**

8. Traxx is a newly emerging shoe manufacturing company. After extensive market research, Traxx divides its market into professional athletes, "hobbyists" or amateur players, and people who wear shoes as part of their casual attire. Each category has its own needs, traits, and marketing goals. In this scenario, Traxx has engaged in market

### **Segmentation**

9. Which of the products/services is the least likely to be affected by the subculture a person or the members of a household belongs to

### **The passenger car owned**

10. Dollar Tree profitably appeals to families with more modest means. The retailer's approach is most likely referred to as \_\_\_\_\_.

### **Targeting**

11. Canadian retailer ty charges a higher price for its products than its competitors. Despite the high prices, the brand is popular among customers for its high quality, better design and exceptional service, in comparison to cheaper alternatives available in the market. In this case Harry Rosen offers a

### **More-for-more value proposition**

12. The product manager for baleine brand iodized sea salt from france said: "our consumers around the world think that consuming too much table salt that is harvested from underground salt deposits is bad for health. as a result, they consume much less harvested salt than most other consumers." What segmentation bases underlie this statement?

### **Attitude, user rate**

13. A marketing research firm has been requested by a firm to monitor national trends in spending, personal income, savings, debt and interest rates. the research firm is most likely gathering information about consumers' \_\_\_\_\_.

### **Economic macro environment**

14. Which of the following is an approach where firms target a whole market based on common consumer needs

### **Undifferentiated Marketing**

15. Which of the following is FALSE with respect to influentials from a marketing point of view?

**Influentials are consumers who engage in positive word of mouth for a brand as volunteers ...**

16. Companies that invite consumers to participate in brand related discussions, play a role in shaping the brand advertisements and social media postings or offer suggestions for product or web design are leveraging what increasingly popular CRM related marketing strategy?

**Engagement marketing**

17. LeBron James is a very famous basketball player in North America. Under Armor brand of sports gear presents LJ as a user of UA brand basketball shoes and sportswear using advertising slogans like.... This is an example of

**Aspirational reference group**

18. Discussing the market potential for a group of consumers, the marketing manager for XY, said "consumer....." the manager was describing the target market in terms of

**Life-style**

19. Which of the following generational groups accounts for 25% of the Canadian population but still controls the highest spending power of any age cohort

**Baby boomers**

20. Civic is a model of Honda...

**Perceptions of the value of Civic**

21. The process of building a consumer driven marketing strategy involves:

**STDP**

22. Which of the following statements regarding marketing intelligence is true?

**Marketing intelligence is publicly available information / Marketing intelligence is the systematic collection, monitoring, and analysis of publicly available information especially about competitors**

23. Which of the following transforms marketing strategies into real values for consumers

### **The 4Ps of marketing**

24. Susan Hart, the manager of a children's boutique, collects data from her monthly records of sales, costs, and cash flow. In this case, Susan is making use of \_\_\_\_\_ databases.

### **Internal**

25. A market researcher wants to find the cause-and-effect relationship between using organic ingredients in food and the subsequent consumption by customers. He invites ten respondents to his research firm and asks them to taste two identical dishes. The dishes were prepared in a similar manner, but one has natural herbs for flavoring, and the other has artificial flavors. This is an example of \_\_\_\_\_.

### **experimental research**

26. Differentiated market targeting...

**Increases marketing costs since multiple marketing programs for multiple segments need to be pursued**

27. A company regularly purchases cleaning supplies from a vendor and orders relatively consistent amounts of the same products on each purchase from the same vendor. This is an example of a(n)\_\_\_\_\_.

### **Straight rebuy**

28. Which of the following products/services is more relevant for satisfying self-esteem needs?

**MacPro laptop?**

High quality cold pressed olive oil

**Medication for acne**

beautyrest mattress

Life insurance

29. What major group of segmentation bases divides buyers into groups based on how much they know about a product, whether their attitudes toward various brands are positive or not, and what benefits they seek when they buy the products, and how frequently they buy the product of interest?

Demographic

Personality

Psychographic

Social class

**Behavioural**

30. Costume marketers target their consumers primarily during halloween. This is based on \_\_\_\_\_ segmentation.

Demographic

**Occasion**

Income

Psychographic

Age and life-cycle

31. Proctor & Gamble Co. markets 16 different Crest toothpastes offering very different benefits such as... This market targeting strategy is called

**Differentiated marketing**

32. Producers of popular beverages often partner with global music channels that broadcast in multiple countries to target consumers through a variety of promotional events and advertisements that are available on platforms like YouTube that are followed mainly by generation Z with similar demographic characteristics across nations. This approach to marketing is referred to as \_\_\_\_\_ segmentation.

Life cycle

Benefit

**Intermarket**

Lifestyle

Occasion

33. Household Storez, a local retail store, claims to offer better products at lower prices than other retail stores. In this case, the firm's positioning reflects a \_\_\_\_\_ value proposition.

Same for less

More for more

Same for more

More for the same

**More for less**

34. Argonaut food stores, a retail giant, hires better skilled employees than its competitors by employing strategic recruitment practices. It also conducts highly specialized training programs for its employees. In this case, Argonaut has focussed on gaining a strong competitive advantage through \_\_\_\_\_ differentiation.

Product

Channel

Image

**Services**  
**People**

35. The surge in popularity of Canadian Craft Breweries like Beau's All Natural Brewing Co., Coulee Brew Co., Foghom Brewing Company, and Persephone Brewing Co are primarily designed to meet the needs and wants of specific cities or regions. These are examples of \_\_\_\_ marketing

**Local**

36. When consumers visit a web site and examine the description of the features of a very recently introduced new product this is an indication that they are in the \_\_\_\_\_ stage of the adoption process

Awareness

**Interest**

Product evaluation

Need recognition

Purchase

37. A marketing intermediary would most likely help a firm by

**Moving the firm's goods from production points to distribution centres and to customers**

38. \_\_\_\_\_ Is the degree to which the results of using an innovation can be observed or described to others.

**Communicability**

Relative advantage

Complexity

Compatibility

Divisibility

39. Many people are exposed to a large number of TV advertisements as they watch TV, but these viewers do not remember about percent of the advertisements that they have been exposed to even when they are questioned as early as two hours. Following the show this may strongly suggest that people perceptually filter and block out certain advertisements. This is an example of

Cognitive rejection

Selective intention

Perceptual distortion

**Selective attention**

Selective distortion

40. Which of the following consumer characteristics is less likely to affect what kind of furniture consumer prefer?

Lifestyle  
stage of life cycle  
ethnic background, social class  
Income  
**occasions**

41. Which of the following concepts calls for sustainable marketing

**The societal marketing concept**

42. Bose, the famous manufacturer of high end speakers promises “better sound through research”. This is an example of...

**Product differentiation**

43. \_\_\_\_\_ Is a method of gathering primary data to learn about how much consumers know about various features of a group of Brands, their attitudes towards the brands and preferences for the brands, and which of the brands they recently purchased

Experimental research  
ethnographic research  
**observational research**  
causal research  
survey research

44. Which of the following is most likely a characteristic of millennial generation

They have very little knowledge of using digital media  
They typically avoid using technology while buying products  
They are a smaller population than Generation X  
They are the wealthiest generation in Canada to date  
**They are more likely to engage with Brands using mobile or social media**

45. Many members of \_\_\_\_\_ generation are known to have doubts and reservations about claims and advertising by companies. These consumers do not tend to accept the claims without checking

Millennials  
World War II Generation  
generation Z



baby boomers

**Generation X**

46. One of the important long-term demographic Trends in Canada is that

Couples are getting married younger

Education level has been almost stable for the last decade

There is lower divorce rate than 10 years ago

Canadian population is getting younger

**Diversity in ethnic, religious and racial background and diversity and lifestyle preferences are increasing**

47. Covid-19 pandemic created \_\_\_\_\_ for hotels bars and sports events

Weakness

**threat**

opportunity

fluctuating Revenue

strength

48. One of the major macro changes causing the increasing popularity of social media is

\_\_\_\_\_

Increasing demand for organic and eco-friendly products

**People's increasing willingness to express their private lives in public**

Increasing emphasis on socially responsible company actions

Population shift to metropolitan areas

Spending more time at home rather than going out for meals and entertainment

49. In a large-scale consumer survey in Canada, 80% of the Responding consumers Associated the phrase "long lasting" With Energizer, one of the few highly advertised brands of batteries. They're strong Association of the phrase long lasting with a brand-name Energizer is likely to be a result of strong

Societal marketing

Positioning

**Perceived value**

Motivation

Targeting

50. Judy Greenwood, the brand manager at Swatch wrist watches explained:.....

**Segmentation and targeting**

51. Mention wristwatch too many consumers, they will recall the brand name Rolex. Rolex built its reputation over more than a hundred years by introducing Innovation after Innovation and extremely high-quality. Most importantly, the brand name has been positioned by using endorsements from highly visible celebrities justifying its relatively high price Rolex became a medallion to display personal and financial success in life for its users. What specific need in Maslow's hierarchy of needs does Rolex meet ?

Self-actualization needs

Social needs

Safety needs

Psychological needs

**Esteem needs**

52. Which of the following transforms marketing strategies into real values for consumers

The four P's of marketing

Share of customer

**A firm's value proposition**

Customer satisfaction surveys

Customer equity

53. Civic is a model of Honda, John said, I have not owned a Civic, but I think that in return for the money you spend for civic you get a bunch of excellent benefits such as a wonderful design, fuel economy, advanced technology, and reliability.? John was expressing his

Brand loyalty about Civic

Cognitive peace of mind about Civic

**Perceptions of the value of Civic**

Satisfaction with a Civic

Attitude towards Civic brand

54. A brand's is the set of benefits that it promises to deliver to consumers to satisfy their needs

**Value Proposition**

55. PC manufacturer, Lenovo, focuses on how labour costs and mass distribution to ensure the continuous availability of its products at reasonable prices. Lenovo most likely follows the

**A production concept**

Marketing concept

Selling concept

Customer driving marketing concepts  
Societal marketing concept

56. Which of the following is an example of consumer-generated Marketing

Fun & run, a local amusement park, promotes IT services by allowing consumers to upload their own videos and write reviews about the park.

Barton's, a local pet supply store, Rewards freaking buyers with vouchers and exclusive offers

Energix, a manufacturer of soft drinks, attracts customers through televised advertisements

Cristal, a jewellery store, uses its page on Facebook to provide information about its upcoming products to its customers

**Figa, a leading provider of athletic shoes, helps its customers customize their shoes on its website and choose personalized settings**

57. In the past two years, Leonardo's fine dining establishment in Little Italy Montreal has managed to attract new customers through its promotion. However, Leonardo noted that the number of repeat customers was decreasing at the same time in CRM terms, Leonardo has

**Increased its customer acquisitions rate but could not retain its current customers**

58. Which of the following best describes product positioning

**Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products**

59. Which of the following marketing philosophies calls for sustainable marketing practices

**The marketing concept**

60. In a SWOT analysis, which of the following would most likely be considered a strength of a company

**An improvement in the company's production technology**

61. Which of the following provides a firm a tool kit to execute its customer driven strategy

**The four P's of marketing**

62. Which of the following is most likely true about people's beliefs and values

**Core beliefs and values have a high degree of persistence**

63. Discussing the market potential for a group of consumers, the marketing manager for XYZ, Inc. said "Consumer research and other reliable sources suggest that our target consumers enjoy a high rate of exercising through in line skating, bicycling, cross country skiing and tennis. At night, they head to movie houses, music festivals and outdoor theatres. They are very liberal when it comes to social and political issues. They believe in gender and racial equality." The manager was describing the target market in terms of

**Life-style (AIO)**

64. Information collected from commercial online database such as Statistics Canada, or through internet search engines such as Google, Yahoo, etc. are example of \_\_\_\_ data

**Secondary**

65. Coolers Inc. has decided to launch a new energy drink that will serve the fewest calories amongst its competitors. To understand the market potential for the new drink and the demographics and attitudes of consumers who are likely to buy the products. Coolers should most likely use

**Descriptive research**

66. Hallmark is a greeting card company. Their classic "when you care enough to send the very best" slogan for their greeting cards appeals to which category in Maslow's Hierarchy?

**Love and Belonging**

67. Which of the following provides a company a tool kit to execute its customer driven strategy and deliver the value it promises in STDP

**A firm's value proposition**

68. When a consumer says, "I really like Nestle chocolate bars. I prefer them to other brands" that individual is expressing his or her

**Attitude**

69. A brand (.....) is the set of benefits that it promises to deliver to consumers to satisfy their needs.

**Value proposition**

70. Demand for family cardboard games such as Monopoly, Uno, Risk, Trivial Pursuit, Catan, etc. have increased recently possibly due to the current covid 19 crisis. Especially generations like Y and X with children seen to be the buyers. What general category of needs in the hierarchy of needs framework are they likely to satisfy with such purchases.

**Love and belonging**

71. Toyota manufactures and sells cars globally, including manufacturing and assembly plants in Cambridge and Woodstock Ontario. Once assembled at these plants, the cars are transported to Toyota dealerships to be sold. The process of shipping the cars from factory to dealership falls under which of the four Ps?

**Place**

72. Companies are likely to gain \_\_\_\_ through speedy convenient and careful delivery of products

**Service differentiation**

73. Dollarama profitably appeals to families with more modest means. The retailers approach is most likely referred to as.

**Target marketing**

74. Which of the following generations is the wealthiest generation?

**Baby boomers**

75. Which of the following is most likely true about people's beliefs and values?

**Core beliefs and values have a high degree of persistence**

76. The theory that explains the importance of social media in marketing is that

**Social media reflects the effect of reference groups and influentials on individual consumers.**

77. (...) are influentials who are employed by companies because they are opinion leaders who can spread positive word-of-mouth about a company's products or services

**Brand ambassadors**

78. Compared with undifferentiated marketing, differentiated marketing is more likely to lead to (..)

**Higher costs of doing business**

79. Tylenol brand is a well-known pain reliever and has a wide assortment of products with sub brands like Tylenol rapid release gels”.....

**Differentiation of Tylenol complete, positioning of Tylenol**

80. The marketing manager said, “as a leading investment company with a global reputation at Vanguard we provide the fastest online investment service in the industry with easy to use technical tools that saves considerable time for each stock purchase and the lowest fees for stock purchases.” Consider the perceived value model with benefits and costs. Which specific benefits and costs in that model are mentioned in the statement?

**service value, image value, channel value, monetary cost, time cost**

81. \_\_\_\_\_ refers to the portion of the customers purchase that a company gets in several of its product categories perceived a similar by buyers

**share of wallet**

customer lifetime value  
value proposition  
customer equity  
brand equity

82. refers to the portion of the customers purchase that a company gets in its various product categories

**Share of customer**

83. The process of building a customer-driven marketing strategy involves \_\_\_\_\_

**Market segmentation, targeting, differentiation, and positioning**

84. Which of the following macro demographic factors is likely to affect the needs, wants and demands associated with small downtown apartments with small appliances and babysitting services?

A better educated population  
changing secondary cultural values  
increasing ethnic diversity  
**more single parent families**

aging population

85. Harry caters to the clothing needs of men manufacturing two different lines of fashion based on the purchasing power of its customers. One product line caters to the needs of affluent, middle aged men, and the other line targets younger, up and coming professionals. Harry most likely segments the consumer market based on \_\_\_\_ variables.

psychographic

behavioral

**demographic**

geographic

universal

86. Which of the following could be a threat to a company?

**Decrease in corporate taxes on profits**

87. Coming Corp produces Gorilla Glass screens that are used in the production of laptops, tablets, and smartphones, by manufacturers like Dell, HP, Lenovo and Asus. The demand for Gorilla Glass is called

**Derived Demand**