

FBQ1: Marketing is a very exciting field which requires a great deal of \_\_\_\_\_ to be successful in it  
Answer: Creativity

FBQ2: Knowledge about marketing decisions and processes will improve \_\_\_\_\_  
Answer: competences

FBQ3: \_\_\_\_\_ is the business process by which products are matched with markets and through which transfer of ownership is effected.  
Answer: Marketing

FBQ4: The most basic concept underlying marketing is that of \_\_\_\_\_  
Answer: Human needs

FBQ5: They are desires for specific satisfaction of deeper needs \_\_\_\_\_  
Answer: Human wants

FBQ6: When backed by purchasing power, wants become \_\_\_\_\_  
Answer: demands

FBQ7: \_\_\_\_\_ is anything that can be offered to someone to satisfy a need or want  
Answer: Product

FBQ8: Marketing takes place when people decide to satisfy needs and wants through \_\_\_\_\_  
Answer: Exchange

FBQ9: \_\_\_\_\_ is a set of all actual and potential buyers of a product and service  
Answer: Market

FBQ10: \_\_\_\_\_ is someone seeking a resource from someone else, and willing to offer something of value in exchange  
Answer: Maker

FBQ11: In \_\_\_\_\_ era there was manufacturing of goods and services, but below the expected demands.  
Answer: manufacturing

FBQ12: \_\_\_\_\_ wrote on monopolistic economy.  
Answer: Professor Joe Robinson

FBQ13: \_\_\_\_\_ came up due to the failure of the marketing concept.  
Answer: Consumerism

FBQ14: \_\_\_\_\_ states that marketing department is so complex that it can't be handled by a single individual.  
Answer: Peter Drucker

FBQ15: Industrial goods can be grouped into three namely- materials and parts, \_\_\_\_\_, and supplies and services  
Answer: Capital items

FBQ16: \_\_\_\_\_ are goods bought by individuals and organisations for further processing or for use in conducting a business.  
Answer: Industrial

FBQ17: \_\_\_\_\_ gives focus on the nature, evolution, and functions of particular institutions and various facilitating agencies.  
Answer: The institutional approach

FBQ18: In new companies, managers are sometimes so busy they have no time for

\_\_\_\_\_  
Answer: Planning

FBQ19: \_\_\_\_\_ is an approach which focuses on social contributions and costs created by various marketing activities and institutions.

Answer: The social approach

FBQ20: Those goods that buyers, normally, do not think of buying are called \_\_\_\_\_

Answer: Unsought goods

FBQ21: \_\_\_\_\_ is a marketing concept which holds that no company can operate in every market and satisfy every need; nor can it do a good job within one broad market.

Answer: Market focus

FBQ22: Marketing executives do not have control over \_\_\_\_\_; but these variables can be influenced by business activities

Answer: External variables

FBQ23: In recession period, consumers have less \_\_\_\_\_

Answer: Purchasing power

FBQ24: \_\_\_\_\_ is the statistical study of human population and its characteristics-in terms of distribution.

Answer: Demography

FBQ25: The suit business would hardly survive in northern Nigeria due to their \_\_\_\_\_ orientation.

Answer: Cultural

FBQ26: Marketing managers should not have a good working knowledge of the major laws protecting competition, consumers and society. TRUE OR FALSE?

Answer: FALSE

FBQ27: Consumers are interested in the \_\_\_\_\_ change, because they use it to determine the value of the item bought

Answer: Price

FBQ28: \_\_\_\_\_ is usually the communication tool employed by marketers to inform people or the market about availability of products/services offered into the markets.

Answer: Promotion

FBQ29: \_\_\_\_\_ is a marketing function concerned with setting certain standards / levels to accomplish the produced goods.

Answer: Standardisation and grading

FBQ30: The fundamental service or benefit that the customer is really buying is called \_\_\_\_\_

Answer: Core benefits

FBQ31: \_\_\_\_\_ are standardised products and services, usually, of low unit values that consumers wish to buy immediately the needs arise and with little buying efforts.

Answer: Convenience Products

FBQ32: \_\_\_\_\_ are products that the buyers are willing to wait until the right ones are available before they buy them

Answer: Specialty

FBQ33: Clothing, household appliances, furniture are examples of \_\_\_\_\_ goods.

Answer: Shopping

FBQ34: Products like typewriters, hand tools, filing cabinets, air conditioners can be classified as \_\_\_\_\_

Answer: Equipment

FBQ35: \_\_\_\_\_ are used to aid the running and maintenance of equipment and for keeping the organisation and machines in proper shape.

Answer: Consumable and Operating Supplies

MCQ1: Marketing is a very exciting field which requires a great deal of \_\_\_\_\_ to be successful in business.

Answer: creativity

MCQ2: Marketing is a crucial human activity that is engaged in to satisfy economic needs and \_\_\_\_\_

Answer: wants

MCQ3: The following conditions, except \_\_\_\_\_ must subsist for marketing or exchange to take place.

Answer: There must be limited wants and abundant resources

MCQ4: People's wants become \_\_\_\_\_ when it is backed by purchasing power,

Answer: Demands

MCQ5: \_\_\_\_\_ is anything that can be offered to someone to satisfy a need or want

Answer: Product

MCQ6: \_\_\_\_\_ wrote an article on 'why people must segment their markets and differentiate their products'

Answer: Wended Smith

MCQ7: \_\_\_\_\_ are not examples of consumer goods

Answer: Durable Goods

MCQ8: Laundry detergent is an example of \_\_\_\_\_ goods

Answer: Convenience

MCQ9: The key to customer retention is \_\_\_\_\_

Answer: Customer satisfaction

MCQ10: Satisfied customers do the following except \_\_\_\_\_

Answer: Purchase products from the other company

MCQ11: Sales people go beyond meeting the mere expectations of the customer; when they \_\_\_\_\_ a customer

Answer: Delight

MCQ12: A \_\_\_\_\_ company will track its customer satisfaction level, each period, and set improvement goals.

Answer: Customer-oriented

MCQ13: In non-profit and public organisations, the major goal is \_\_\_\_\_

Answer: Survival and attracting more funds

MCQ14: \_\_\_\_\_ concept holds that the organisation should determine the needs, wants, and interests of target markets.

Answer: Societal marketing

MCQ15: In period of \_\_\_\_\_ consumers have higher purchasing powers and are more willing to buy goods and services offered into the market.

Answer: Prosperity

MCQ16: Nations varies in natural endowments, for example some are rich in oil except \_\_\_\_\_

Answer: Kenya

MCQ17: The firm's market, suppliers and marketing intermediaries are classified as \_\_\_\_\_ variables.

Answer: Non-Controllable

MCQ18: \_\_\_\_\_ is often regarded as one of the companies' offering which can stimulate purchases

Answer: Price

MCQ19: \_\_\_\_\_ is not one of the intermediaries.

Answer: User

MCQ20: \_\_\_\_\_ is a management strategy used to inform and persuade the market regarding a company's products.

Answer: Promotion

MCQ21: Merchandising function is subdivided into \_\_\_\_\_

Answer: Standardisation, buying, assembling and Selling

MCQ22: The following are examples of auxiliary functions in marketing, except \_\_\_\_\_

Answer: Warehousing

MCQ23: \_\_\_\_\_ is not part of the Product planning and development.

Answer: Product standardisation

MCQ24: \_\_\_\_\_ is the key marketing mix variable around which all the other marketing mix variables revolve.

Answer: Product

MCQ25: Consumer is not just interested in the goods, but interested in what \_\_\_\_\_ he/she will get from the goods.

Answer: Benefits

MCQ26: In the case of a hotel, such things as a bed, table, chair, bathroom, and dresser are examples of the \_\_\_\_\_ products enjoyed by a guest in the hotel

Answer: Basic

MCQ27: Products that exceeds customer's expectations are called \_\_\_\_\_ products

Answer: Augmented

MCQ28: In marketing when emphasis is on quality, price, fashion, style; the product can be classified as \_\_\_\_\_.

Answer: Shopping

MCQ29: Personal selling and after-sales service is, generally, more important for \_\_\_\_\_ Products.

Answer: Industrial

MCQ30: Most new, recently introduced products fall into the \_\_\_\_\_ products.

Answer: Unsought

MCQ31: Consumer products require elaborate \_\_\_\_\_

Answer: Channels of distribution

MCQ32: Industrial products are sold through \_\_\_\_\_

Answer: Fewer outlets and directly by the firm

MCQ33: Installations are major capital items that form the main assets of production for firms, they are \_\_\_\_\_ before they are purchased.

Answer: Very costly items that need major decisions

MCQ34: The demand for industrial goods is mostly \_\_\_\_\_  
Answer: Inelastic

MCQ35: In Nigeria, most often, \_\_\_\_\_  
Answer: Buyers are always more than sellers