

Question FBQ1 : _____ can be defined as selling and advertising on a micro level.

Answer: Marketing

Question FBQ2 : _____ orientation explains why it is important for an organization to focus on Customers for customers' satisfaction.

Answer: Customer

Question FBQ10 : ----- referred to the short term decisions made when implementing strategy for marketing objectives to be achieved within a given time frame.

Answer: Tactics

Question FBQ11 : ----- is the aspect of marketing mix that is concerned with informing the target market and others in the channel of distribution about the product.

Answer: Promotion

Question FBQ12 : ----- is a strategy associated with maintaining a market share of each cow in order to generate strong positive cash flow.

Answer: Milking strategy

Question FBQ13 : ----- is not among the characteristics nature of service industry.

Answer: Invariability

Question FBQ14 : Strength and weakness are identified through _____.

Answer: Customer research

Question FBQ15 : The Quantitative and Qualitative are both _____ methods.

Answer: fore-casting

Question FBQ16 : Mutual Profitable Exchange is also referred to as Profit -----

Answer: Orientation

Question FBQ17 : One important goal of marketing is to provide -----

Answer: customer satisfaction

Question FBQ18 : The first level of the Hierarchy of needs is -----need.

Answer: Physiological

Question FBQ19 : Top management demonstrate their level of _____ or denial of a plan by Monetary support.

Answer: Acceptance

Question FBQ20 : Marketing plans written for longer than a year are generally-----

Answer: Not effective

Question FBQ21 : Definition of marketing also includes finding out what guests' needs and wants and providing them satisfactorily at reasonable cost and profit. True OR False-----

Answer: True

Question FBQ22 : When designing a website, one must not forget the _____ and the importance of communicating with them in the method.

Answer: Customer

Question FBQ23 : Religion is not market segmentation. True OR False -----

Answer: True

Question FBQ24 : Policy is a condition and constraints which impinge upon -----

Answer: Decision making

Question FBQ25 : Everyone is_____ by needs and wants.

Answer: Motivated

Question FBQ26 : Singles spend heavily on _____ than married couples

Answer: Entertainment

Question FBQ27 : The_____ are targeted by caterers and honeymoon hotels.

Answer: newly-weds

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Question FBQ3 : The target of business is to Attract ----- until they become loyal customers.

Answer: Buyers

Question FBQ4 : Buying and selling processes supported by electronic means refers to -----.

Answer: E- Commerce

Question FBQ5 : E-marketing, e- purchasing or e- procurement can be collectively called _____

Answer: E- Commerce

Question FBQ6 : The buying side of e- commerce can be referred to as_____.

Answer: E- marketing

Question FBQ7 : Good information expected from marketing researchers must be -----.

Answer: Usable

Question FBQ8 : There are three major steps in target marketing. The first is market_____.

Answer: Segmentation

Question FBQ9 : A _____ Market consists of a set of buyers who share common needs or characteristics that the company decides to serve.

Answer: Target

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Question FBQ28 : _____ is closely associated with eating out behaviour.
Answer: Income

Question FBQ29 : Marketing plan is a _____ process and takes time to
complete.
Answer: Rigorous

Question FBQ30 : To be successful, marketing needs to be carefully planned and
_____.
Answer: Executed

Question FBQ31 : The desires for specific item to _____ customers needs.
Answer: Satisfy

Question FBQ32 : The letter 'T' in SWOT stands for _____.

Answer: Threat

Question FBQ33 : Services are perishable. True OR False -----
Answer: True

Question FBQ34 : Services differ from _____ products
Answer: Tangible

Question FBQ35 : Organization that deals with _____ customers will make employee more satisfied.
Answer: Happy

Question MCQ1 : Next year's marketing plan begins
Answer: The day the year's plan is approved

Question MCQ2 : An ideal business is the one with_____.
Answer: Major opportunities and low threats

Question MCQ3 : A major business is one with
Answer: Low in opportunities and threats

Question MCQ4 : CRS as used in HCM 237 is an acronym for
Answer: Computer Reservation System

Question MCQ5 : Recurrent marketing problems includes the following except
Answer: Whether to launch a new food and beverage format

Question MCQ6 : Which is odd amongst the list
Answer: Monovariate

Question MCQ7 : Which of these would eat-out more frequently
Answer: Extended family

Question MCQ8 : Which of these is more likely to increase spending on restaurants when they receive a salary increase
Answer: Single women

Question MCQ9 : Singles spend heavily on_____
Answer: Entertainment

Question MCQ10 : Which of these is the odd among the list for SBU
Answer: Planning

Question MCQ11 : Marketing can be defined as
Answer: Selling and advertising on a micro level

Question MCQ12 : A customer is seen as
Answer: Central to a few things

Question MCQ13 : Marketing involves
Answer: Everyone

Question MCQ14 : Creating a customer means
Answer: Finding a product or service that a number of people need or want

Question MCQ15 : The greatest challenge of marketing is
Answer: Making buyers become customers

Question MCQ16 : Selling is a technique of
Answer: Getting people to exchange their cash for your product.

Question MCQ17 : Marketers have discovered that what puts them in business is not the capital they put together such as: land, labour, money and entrepreneurial skills but the buyers that make unrepeatable purchases.

Answer: False

Question MCQ18 : Customers are always right. This statement is

Answer: True

Question MCQ19 : The target of business is to _____ until they become loyal customers

Answer: All of the options

Question MCQ20 : Who is responsible for finding out what the customer's requirements are, presents exactly that or exceed it.

Answer: Management

Question MCQ21 : Marketing goal is to

Answer: Provide customer satisfaction

Question MCQ22 : Marketing concept stresses that organization efforts should be

Answer: Co-ordinated

Question MCQ23 : Marketing concept involves the entire organization except

Answer: All of the options

Question MCQ24 : Mutual profitable exchange is also referred to as

Answer: Profit orientation

Question MCQ25 : Sales orientation can overcome

Answer: Short term problems

Question MCQ26 : Marketing is a

Answer: 2-way process

Question MCQ27 : Hospitality industry is highly

Answer: Capital intensive

Question MCQ28 : Which of these is not an essential core product of hospitality industry

Answer: First Aid

Question MCQ29 : Which of these is the odd amongst the list

Answer: Hospitality

Question MCQ30 : Which of these is not among the characteristic nature of service industry

Answer: Invariability

Question MCQ31 : Dividing a market into distinct groups which require separate produce and/or marketing

Answer: Market segmentation

Question MCQ32 : Evaluating each segments attractiveness and selecting one or more of the market segment is termed

Answer: Market target

Question MCQ33 : Developing competitive positioning for the product and an appropriate marketing mix is termed

Answer: Market positioning

Question MCQ34 : Everyone is motivated by

Answer: Needs and Wants

Question MCQ35 : When a need is not met it leads to a

Answer: Drive