

1. Good marketing is no accident, but a result of careful planning and _____.

- a. execution
- b. selling
- c. strategies
- d. tactics
- e. research

Answer: a

2. Marketing is both an “art” and a “science” there is constant tension between the formulated side of marketing and the _____ side.

- a. creative
- b. selling
- c. management
- d. forecasting
- e. behavior

Answer: a

3. The most formal definition of marketing is _____.

- a. meeting needs profitably
- b. identifying and meeting human and social needs
- c. the 4Ps (Product, Price, Place, Promotion)
- d. an organizational function and a set of processes for creating, communicating, and delivering, value to customers, and for managing customer relationships in ways that benefit the organization and its stake holders.
- e. improving the quality of life for consumers

Answer: d

4. Marketing management is _____.

- a. managing the marketing process
- b. monitoring the profitability of the companies products and services
- c. selecting target markets
- d. developing marketing strategies to move the company forward
- e. the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value

Answer: e

5. A transaction involves _____.

- a. at least two parties
- b. each party has something that might be of value to the other party
- c. each party is capable of communication and delivery
- d. each party is free to accept or reject the exchange offer
- e. all of the above

Answer: e

_____ goods constitute the bulk of most countries’ production and marketing efforts.

- a. Durable
- b. Impulse
- c. Physical
- d. Service
- e. Event

Answer: c

6. _____ can be produced and marketed as a product.

- a. Information

- b. Celebrities
- c. Durable goods
- d. Organizations
- e. Properties

Answer: a

7. Charles Revson of Revlon observed: "In the factory, we make cosmetics; in the store, _____."

- a. we make profits
- b. we challenge competitors
- c. we implement ads
- d. we sell hope
- e. we sell quality

Answer: d

8. A _____ is someone seeking a response (attention, a purchase, a vote, a donation) from another party, called the _____.

- a. salesperson, customer
- b. fund raiser, contributor
- c. politician, voter
- d. marketer, prospect
- e. celebrity, audience

Answer: d

9. In _____ consumers may share a strong need that cannot be satisfied by an existing product.

- a. negative demand
- b. latent demand
- c. declining demand
- d. irregular demand
- e. non-existent demand

Answer: b

10. In _____ more customers would like to buy the product than can be satisfied.

- a. latent demand
- b. irregular demand
- c. overfull demand
- d. excessive
- e. negative demand

Answer: c

11. Marketers often use the term _____ to cover various groupings of customers.

- a. people
- b. buying power
- c. demographic segment
- d. social class position
- e. market

Answer: e

12. Companies selling mass consumer goods and services such as soft drinks, cosmetics, air travel, and athletic shoes and equipment spend a great deal of time trying to establish a superior brand image in markets called _____.

- a. business markets
- b. global markets
- c. consumer markets
- d. nonprofit and governmental markets
- e. service markets

Answer: c

13. In business markets, advertising can play a role, but a stronger role may be played by the sales force, _____, and the company's reputation for reliability and quality.

- a. brand image
- b. distribution
- c. promotion
- d. price
- e. performance

Answer: d

14. Global marketers must decide _____.

- a. which countries to enter
- b. how to enter each country (as an exporter, licensor, joint venture partner, contract manufacturer, or solo manufacturer)
- c. how to adapt their product and service features to each country
- d. how to price their products in different countries
- e. all of the above

Answer: e

15. Mohan Sawhney has proposed the concept of _____ to describe a cluster of complementary products and services that are closely related in the minds of consumers but are spread across a diverse set of industries.

- a. metamarket
- b. vertical integration
- c. horizontal integration
- d. betamarket
- e. synchronized marketing

Answer: a

16. The _____ promises to lead to more accurate levels of production, more targeted communications, and more relevant pricing.

- a. Age of Globalization
- b. Age of Deregulation
- c. Industrial Age
- d. Information Age
- e. Production Age

Answer: d

17. Many countries have _____ industries to create greater competition and growth opportunities.

- a. open-market
- b. deregulated
- c. regulated
- d. scientifically segmented
- e. created mass market

Answer: b

18. Customers are showing greater price sensitivity in their search for _____.

- a. the right product
- b. the right service
- c. the right store
- d. value
- e. relationships

Answer: d

19. Rising promotion costs and shrinking profit margins are the result of _____.

- a. changing technology
- b. globalization
- c. deregulation
- d. privatization
- e. heightened competition

Answer: e

20.a: Industry boundaries are blurring at an incredible rate as companies are recognizing that new opportunities lie at the intersection of two or more industries this is called _____.

- a. globalization
- b. customization
- c. industry convergence
- d. heightened competition
- e. acquisition

Answer: c

20.b: In response to giant retailers and category killers, entrepreneurial retailers are building entertainment into stores with coffee bars, lectures, demonstrations, and performances. They are marketing a(n) _____ rather than a product assortment.

- experience
- a. customer value
 - b. customer delight
 - c. total service solution
 - d. intangible benefit(s)

Answer: a

21. In response to threats from such companies as AOL, Amazon, Yahoo, eBay, E'TRADE, and dozens of others, established manufacturers and retailers became "brick-and-click" oriented by adding online services to their existing offerings. This process became known as _____.

- a. reintermediation
- b. disintermediation
- c. e-commerce
- d. e-collaboration
- e. new market synchronization

Answer: a

22. Many brick-and-click competitors became stronger contenders in the marketplace than the pure-click firms because they had a larger pool of resources to work with and _____.

- a. better prices
- b. greater value
- c. well-established brand names
- d. one-on-one communications
- e. direct selling capability

Answer: c

23. The _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots.

- a. marketing concept
- b. selling concept
- c. production concept
- d. product concept
- e. holistic marketing concept

Answer: b

24. The _____ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features.

- a. product
- b. marketing
- c. production
- d. selling
- e. holistic marketing

Answer: a

25. The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.

- a. production
- b. selling
- c. marketing
- d. product
- e. holistic marketing

Answer: b

26. Several scholars have found that companies who embrace the marketing concept achieve superior performance. This was first demonstrated for companies practicing a _____ understanding and meeting customers' expressed needs.

- a. reactive market orientation
- b. proactive marketing orientation
- c. total market orientation
- d. impulsive market orientation
- e. holistic market orientation

Answer: a

27. According to Theodore Levitt, who drew a perceptive contrast between the selling and marketing concepts, _____ is preoccupied with the need to convert products into cash.

- a. marketing
- b. selling
- c. direct marketing
- d. holistic marketing
- e. service marketing

Answer: b

28. In the course of converting to a marketing orientation, a company faces three hurdles _____.

- a. organized resistance, slow learning, and fast forgetting
- b. management, customer reaction, competitive response
- c. decreased profits, increased R&D, additional distribution
- d. forecasted demand, increased sales expense, increased inventory costs
- e. customer focus, profitability, slow learning

Answer: a

29. Companies that practice both a reactive and proactive marketing orientation are implementing a _____ and are likely to be the most successful.

- a. total market orientation
- b. external focus
- c. customer focus
- d. competitive, customer focus
- e. confrontation process

Answer: a

30. Marketers argue for a _____ in which all functions work together to respond to, serve, and

satisfy the customer.

- a. cross-functional team orientation
- b. collaboration model
- c. customer orientation
- d. management-driven organization
- e. total quality model

Answer: c

31. _____ can be seen as the development, design, and implementation of marketing programs, processes, and activities that recognizes the breadth and interdependencies of their effects.

- a. Niche marketing
- b. Holistic marketing
- c. Relationship marketing
- d. Supply-chain marketing
- e. Demand-centered marketing

Answer: b

32. _____ marketing has the aim of building mutually satisfying long-term relations with key parties such as customers, suppliers, distributors, and other marketing partners in order to earn and retain their business.

- a. Holistic
- b. Demand-based
- c. Direct
- d. Relationship
- e. Synthetic

Answer: d

33. Companies who form a _____ collect information on each customer's past transactions, demographics, psychographics, and media and distribution preferences.

- a. sales network
- b. holistic union
- c. marketing network
- d. supply-chain network
- e. integrated network

Answer: c

34. The ability of a company to deal with customers one at a time has become practical as a result of advances in _____, computers, the Internet, and database marketing software.

- a. improved communication flow
- b. information technology
- c. just-in-time manufacturing
- d. factory customization
- e. customer-centered strategies

Answer: d

35. One traditional depiction of marketing activities is in terms of the marketing mix or four Ps. The four Ps are characterized as being _____.

- a. product, positioning, place, and price
- b. product, production, price, and place
- c. promotion, place, positioning, and price
- d. place, promotion, production, and positioning
- e. product, price, promotion, and place

Answer: e

36. The four Ps represent the sellers' view of the marketing tools available for influencing buyers. From a buyer's point of view, each marketing tool is designed to deliver a customer benefit. Robert Lauterborn suggested that the sellers' four Ps correspond to the customers' four Cs. The four Cs are _____.

- a. customer focus, cost, convenience, and communication
- b. customer solution, customer cost, convenience, and communication
- c. convenience, control, competition, and cost
- d. competition, cost, convenience, and communication
- e. category control, cost, concept development, and competition

Answer: b

37. Holistic marketing incorporates _____, ensuring that everyone in the organization embraces appropriate marketing principles, especially senior management.

- a. profit objectives
- b. share of customer
- c. internal marketing
- d. the marketing mix
- e. strategic planning

Answer: c

38. Marketing is not a department so much as a _____.

- a. company orientation
- b. philosophy
- c. function
- d. branch of management
- e. branch of economics

Answer: a

39. Holistic marketing incorporates _____ and understanding broader concerns and the ethical, environmental, legal, and social context of marketing activities and programs.

- a. safe product design
- b. cultural marketing
- c. social responsibility marketing
- d. cross-functional teams
- e. direct sales policies

Answer: c

40. The _____ holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being.

- a. customer-centered business
- b. focused business model
- c. societal marketing concept
- d. ethically responsible marketing manager
- e. production-centered business

Answer: c

41. Companies see _____ as an opportunity to enhance their corporate reputation, raise brand awareness, increase customer loyalty, build sales, and increase press coverage.

- a. cause-related marketing
- b. brand marketing
- c. equity marketing
- d. direct marketing
- e. recognition marketing

Answer: a

42. When a customer has a(n) _____ need he/she wants a car whose operating cost, not its initial price, is low.

- a. stated
- b. real
- c. unstated
- d. delight
- e. secret

Answer: b

43. When a customer has a(n) _____ need the customer wants to be seen by friends as a savvy consumer.

- a. real
- b. unstated
- c. delight
- d. secret
- e. stated

Answer: d

44. During market segmentation analysis, the marketer identifies which segments present the greatest opportunity. These segments are called _____.

- a. target markets
- b. primary markets
- c. tertiary markets
- d. demographic markets
- e. focused markets

Answer: a

45. For each target market, the firm develops a _____. The offering is *positioned* in the minds of the target buyers as delivering some central benefit(s).

- a. value offering
- b. niche offering
- c. market offering
- d. segment offering
- e. social offering

Answer: c

46. _____ reflects the perceived tangible and intangible benefits and costs to customers.

- a. Loyalty
- b. Satisfaction
- c. Value
- d. Expectations
- e. Comparison shopping

Answer: c

47. If a marketer decides to use warehouses, transportation companies, banks, and insurance companies to facilitate transactions with potential buyers, the marketer is using what is called a _____.

- a. service channel
- b. distribution channel
- c. brand channel
- d. relationship channel
- e. intermediary channel

Answer: a

48. _____ includes all the actual and potential rival offerings and substitutes that a buyer might consider.

- a. Competition
- b. The product offering
- c. A value proposition
- d. The supply chain
- e. The marketing environment

Answer: a

49. The _____ includes the immediate actors involved in producing, distributing, and promoting the offering. The main actors are the company, suppliers, distributors, dealers, and the target customers.

- a. operations environment
- b. management environment
- c. strategic environment
- d. task environment
- e. tactical environment

Answer: d

50. The _____ process consists of analyzing marketing opportunities; selecting target markets; designing marketing strategies; developing marketing programs; and managing the marketing effort.

- a. marketing planning
- b. strategic planning
- c. market research
- d. opportunity analysis
- e. share of customer

Answer: a

51. David Packard of Hewlett-Packard once said, "Marketing is far too important to leave to _____."

- a. the advertising boys
- b. uninformed managers
- c. novices
- d. the CEO
- e. the marketing department

Answer: e

52. Some companies are now switching from being solely product-centered (with product managers and product divisions to manage them) to being more _____ centered.

- a. competency
- b. strategy
- c. marketing
- d. customer-segment
- e. sales

Answer: d

53. Companies are recognizing that much of their market value comes from _____, particularly their brands, customer base, employees, distributor and supplier relations, and intellectual capital.

- a. variable assets
- b. the value proposition
- c. intangible assets
- d. tangible assets
- e. customer preferences

Answer: c

54. _____ can increasingly be conducted electronically, with buyer and seller seeing each other on their computer screens in real time.

- a. Public relations
- b. E-commerce
- c. Advertising
- d. Personal selling
- e. Mass marketing

Answer: d

55. Top management is going beyond sales revenue alone to examine the marketing scorecard to interpret what is happening to _____.

- a. market share
- b. customer loss rate
- c. customer satisfaction
- d. product quality
- e. all of the above

Answer: e

56. At the heart of any marketing program is the _____—the firm's tangible offering to the market.

- a. service offer
- b. product
- c. sales support team
- d. packaging
- e. auxiliary offer

Answer: b

57. _____ activities are the means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the brands they sell.

- a. Consumer behavior
- b. Market segmentation
- c. Marketing research
- d. Marketing communication
- e. New product development

Answer: d

58. Marketing evaluation and _____ processes are necessary to understand the efficiency and effectiveness of marketing activities and how both could be improved.

- a. control
- b. analysis
- c. measurement
- d. feedback
- e. consumer behavior

Answer: a