

1. When a marketing research organization chooses a segment of the population that represents the population as a whole, they have chosen a _____

- (a) group (b) bi-variant population (c) sample (d) market target

Answer : C

2. Joining with foreign companies to produce or market products and services is called

- (a) direct exporting (b) indirect exporting (c) licensing (d) joint venturing

Answer : D

3. If advertising constantly sends out messages about materialism, sex, power, and status, which of the following categories of social criticism most closely matches this problem?

- (a) Too much advertising (b) Too few social goods
(c) Cultural pollution (d) Too much political power

Answer : C

4. A(n) _____ is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service.

- (a) product feature (b) sponsorship (c) brand (d) logo

Answer : C

5. If an advertiser wants flexibility, timeliness, good local market coverage, broad acceptability and high believability, the advertiser will probably choose which of the following mass media types?

- (a) Newspapers (b) Television (c) Direct Mail (d) Radio

Answer : A

6. When producers, wholesalers, and retailers as a unified system, they comprise a

- (a) conventional marketing system (b) power-based marketing system (c) horizontal marketing system (d) vertical marketing system

Answer : D

7. The type of trade-promotion discount in which manufacturers agree to reduce the price to the retailer in exchange for the retailer's agreement to feature the manufacturer's products in some way is called

- (a) discount (b) allowance (c) premium (d) rebate

Answer : B

8. The study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics is called

- Answer :
(a) Geothermy (b) Demography (c) Ethnography (d) Hemo-popography

Answer : B

9. Today, advertising captures about _____ percent of total promotion spending

- (a) 15 (b) 23 (c) 29 (d) 33

Answer : B

10. The process that turns marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives is called

- Answer :
(a) Marketing strategy (b) Marketing control
(c) Marketing analysis (d) Marketing implementation

Answer : D

11. The goal of the marketing logistics system should be to provide

- Answer :
(a) a targeted level of promotional support.
(b) a targeted level of customer service at the least cost.
(c) a targeted level of transportation expense ratio.
(d) a targeted level of field support.

Answer : B

12. The practice of going after a large share of a smaller market or subsets of a few markets is called

- Answer :
(a) undifferentiated marketing (b) differentiated marketing

(c) concentrated marketing (d) turbo marketing

Answer : C

13. The shrinking of distances due to technological advance such as computer and fax connections by telephone, are one characteristic of what new challenge to marketing?

- (a) Rapid globalization
- (b) The changing world economy
- (c) The call for more socially responsible marketing
- (d) The micro-chip revolution

Answer : A

14. If Mark Mars pays Hershey Foods Corporation for the right to use their name on his line of T-shirts, then Mr. Mars is using which type of branding?

- (a) Licensed brand (b) Manufacturer's brand
- (c) Private brand (d) Co-brand

Answer : A

15. If your company were to make light bulbs to be used in photocopiers, you would most likely be selling to a _____ market.

- (a) reseller (b) business (c) government (d) service

Answer : B

16. _____ has the advantage of being high in selectivity; low cost, immediacy, and interactive capabilities

- (a) Direct Mail (b) Outdoor (c) Online (d) Radio

Answer : C

17. If your company were to make a product such as a suit of clothes and sold that product to a retailer, your company would have sold to the _____ market.

- (a) reseller (b) business (c) government (d) service

Answer : A

18. In 1985, the Coca-Cola Company made a classic marketing blunder with its deletion of its popular Coca-Cola product and introduction of what it called New Coke. Analysts now believe that most of the company's problems resulted from poor marketing research. As the public demanded their "old Coke" back, the company relented and reintroduced Coca-Cola Classic (which has regained and surpassed its former position) while New Coke owns only 0.1 percent of the market. Which of the following marketing research mistakes did Coca-Cola make?

- (a) They did not investigate pricing correctly and priced the product too high.
- (b) They defined not investigate dealer reaction and had inadequate distribution.
- (c) They defined their marketing research problem too narrowly
- (d) They failed to account for the Pepsi challenge taste test in their marketing efforts

Answer : C

19. Marketers are sometimes accused of deceptive practices that lead consumers to believe they will get more value than they actually do. _____ includes practices such as falsely advertising "factory" or "wholesale" prices or a large price reduction from a phony high retail price.

- (a) Deceptive promotion (b) Deceptive packaging
- (c) Deceptive pricing (d) Deceptive cost structure

Answer : C

20. The advantages of audience selectivity, no ad competition and personalization apply to which type of media?

- (a) Newspapers (b) Television (c) Direct Mail (d) Radio

Answer : C

21. The first modern environmental movement in the United States began in the _____

- (a) 1940s (b) 1950s (c) 1960s and 1970s (d) mid 1980s

Answer : C

22. Costs that do not vary with production or sales levels are called _____

- (a) fixed costs (b) variable costs

(c) standard costs (d) independent costs

Answer : A

23. Each salesperson is assigned to an exclusive area in which to sell the company's full line of products or services in which type of sales force structure?

- (a) Territorial sales force
- (b) Product sales force
- (c) Customer sales force
- (d) Hybrid sales force

Answer : A

24. Technological advances, shifts in consumer tastes, and increased competition, all of which reduce demand for a product are typical of which stage in the PLC?

- (a) decline stage
- (b) introduction stage
- (c) growth stage
- (d) maturity stage

Answer : A

25. Setting the promotion budget so as to match the budgets of the competition is characteristic of which of the following budget methods?

- (a) Affordable method
- (b) Percentage-of-Sales method
- (c) Competitive-and-parity method
- (d) Objective -and-task method

Answer : C

26. _____ is screening new-product ideas in order to spot good ideas and drop poor ones as soon as possible.

- (a) Idea generation
- (b) Concept development and testing
- (c) Idea screening
- (d) Brainstorming

Answer : C

27. The type of sales force structure in which the sales force sells along product lines is called a

- (a) territorial sales force
- (b) product sales force
- (c) customer sales force
- (d) retail sales force

Answer : B

28. A company is in the _____ stage of the new product development process when the company develops the product concept into a physical product in order to assure that the product idea can be turned into a workable product.

- (a) product development
- (b) commercialization
- (c) marketing strategy
- (d) business analysis

Answer : A

29. When personal interviewing involves inviting six to ten people to gather for a few hours with a trained interviewer to talk about a product, service, or organization, the method is called

- (a) selective sponsorship
- (b) probing
- (c) focus group interviewing
- (d) the Delphi method

Answer : C

30. All of the following factors can affect the attractiveness of a market segment EXCEPT

- (a) the presence of many strong and aggressive competitors
- (b) the likelihood of government monitoring
- (c) actual or potential substitute products
- (d) the power of buyers in the segment

Answer : B

31. If a government uses barriers to foreign products such as biases against a foreign company's bids, or product standards that go against a foreign company's product features, the government is using

- (a) protectionism
- (b) exchange controls
- (c) exchange facilitators
- (d) non-tariff trade barriers

Answer : D