

**Multiple Choice Questions** (Enter your answers on the enclosed answer sheet)

1. According to management guru Peter Drucker, "The aim of marketing is to \_\_\_\_\_."
  - a. sell products
  - b. make selling unnecessary
  - c. set realistic customer expectations
  - d. identify customer demands
  - e. create customer demands
  
2. When marketers set low expectations for a market offering, they are most likely to run the risk of which of the following?
  - a. incorrectly identifying a target market
  - b. decreasing customer satisfaction
  - c. failing to attract enough customers
  - d. failing to understand their customers' needs
  - e. disappointing loyal customers
  
3. \_\_\_\_\_ is the set of actual and potential buyers of a product.
  - a. An audience
  - b. A segment
  - c. A group
  - d. A market
  - e. An exchange
  
4. Consumer research, product development, communication, distribution, pricing and service are all most accurately described as core \_\_\_\_\_ activities.
  - a. customer relationship management
  - b. marketing
  - c. production
  - d. exchange
  - e. management
  
5. The three areas of consideration that should be balanced in the societal marketing concept are consumer wants, society's interests and \_\_\_\_\_.
  - a. want satisfaction
  - b. long-term needs
  - c. company profits
  - d. short-run wants
  - e. human welfare

6. The ultimate aim of customer relationship management is to produce \_\_\_\_\_.

- a. high current market share
- b. high customer equity
- c. a reliable database
- d. steady sales volume
- e. satisfied customers

7. The social-responsibility and environmental movements are expected to \_\_\_\_\_ in the future.

- a. move toward partner relationship management
- b. move away from sustainable marketing
- c. demand less from companies
- d. move away from using social networking
- e. demand more from companies

8. A church targeting different demographic groups to increase attendance is an example of \_\_\_\_\_.

- a. ethics in marketing
- b. mindless marketing
- c. for-profit marketing
- d. societal marketing
- e. not-for-profit marketing

9. The first four steps of the marketing process focus on \_\_\_\_\_.

- a. creating value for customers
- b. capturing value from customers
- c. understanding the market
- d. understanding customer demands and needs
- e. delivering customer service

10. Disney is identifying and developing new markets for its theme parks. Disney is exploring possibilities for \_\_\_\_\_.

- a. diversification
- b. market development
- c. market penetration
- d. downsizing
- e. product development

11. Effective positioning begins with \_\_\_\_\_ the company's marketing offer in order to give consumers more perceived value.

- a. aligning
- b. pricing
- c. differentiating
- d. placing
- e. promoting

12. Which of the following measures the profits generated by investments in marketing activities?

- a. marketing ROI
- b. budgets
- c. SWOT analysis
- d. marketing audits
- e. executive summaries

13. Monsanto operates in many businesses, including pharmaceuticals and food products. The company defines its \_\_\_\_\_ as creating "abundant food and a healthy environment."

- a. strategy
- b. market development
- c. mission statement
- d. value-delivery network
- e. business portfolio

14. Wal-Mart relies on sound relationships with its low-cost suppliers in order to pass low prices on to consumers; therefore, forming a \_\_\_\_\_ is crucial to Wal-Mart's success.

- a. customer relationship management policy
- b. diversification strategy
- c. market concept philosophy
- d. growth-share matrix
- e. value chain

15. Paul Pendergraff is evaluating each market segment's attractiveness and is in the process of selecting one or more segments for his firm's product to enter. What is Paul doing?

- a. marketing
- b. marketing segmenting
- c. market positioning
- d. market targeting
- e. market penetrating

16. Favorite Memories specializes in serving market segments that major competitors overlook and ignore. Which of the following best describes Favorite Memories?

- a. market seeker
- b. market nichers
- c. market challenger
- d. market follower
- e. full market coverer

17. Of the following, it is most important for marketers to develop \_\_\_\_\_ for their products.

- a. customer management organizations
- b. market management organizations
- c. marketing ROI data
- d. unique market positions
- e. marketing dashboards

18. Harris, the marketing manager at a small sports retail chain, has conducted a marketing analysis. He has investigated the company's internal resources and situational factors as well as factors and trends in the competitive sports retail chain market. Which of the following has Harris completed?

- a. marketing mix
- b. marketing plan
- c. executive summary
- d. SWOT analysis
- e. business portfolio analysis

19. Which type of organization helps companies to stock and move goods from their points of origin to their destination?

- a. financial intermediary
- b. reseller
- c. marketing service firm
- d. physical distribution firm
- e. supplier

20. The most important demographic trend in the United States is the \_\_\_\_\_.

- a. changing age structure of the population
- b. changing structure of the family
- c. slowing birth rate
- d. mobility of the population
- e. increasing growth in professional jobs

21. In the 1950s, the American population began shifting from large cities to \_\_\_\_\_.

- a. rural areas
- b. foreign countries
- c. farming communities
- d. suburbs
- e. coastal towns

22. A company or association's \_\_\_\_\_ is designed to help guide responses to complex social responsibility issues.

- a. code of ethics
- b. core value system
- c. discretion in enforcing regulations
- d. cause-related marketing
- e. privacy policy

23. Which of the following is NOT a potential source for marketing intelligence?

- a. primary data
- b. competitors' annual reports
- c. competitors' products
- d. competitors' sales data published in annual reports
- e. discussions with purchasing agents

24. Ethnographic research \_\_\_\_\_.

- a. is gathered where people live and work
- b. is most popular in the service sector
- c. comes from traditional focus groups
- d. provides secondary data
- e. provides data to marketers when observation is impossible

25. Which of the following contact method is generally not very flexible?

- a. personal interviewing
- b. mail questionnaires
- c. online panels
- d. telephone interviewing
- e. online surveys