

Marketing quiz

[Business](#), [Management](#)



University of the Southern Caribbean School of Business Principles of
Marketing Take Home Assignment on Chapter 13-16 Name:

_____ ID _____ DATE _____ Ref

er to the scenario below to answer the following questions.

In the 1970s, Shipshewana was only a small town with a hardware store, a grain mill, a shoe store, a small restaurant, and a grocery store.

Over the next two decades, the small town transformed into an international tourist attraction, attracting thousands of tourists who are intrigued with the lifestyle of Shipshewana's largest population the Amish. Ben and Mary Miller, having grown up within the Amish faith, decided to capitalize on their town's popularity and their woodworking skills. Their shop, Indiana Wood, began with a small display of handmade hickory rocking chairs, Ben Miller's specialty.

But within a few months, the display at Indiana Wood included picnic tables, flower boxes, and small handmade novelty items. No other shop offers the same. Mary Miller decorated the shop's display room with authentic Amish decor and eventually hired three Amish friends to sew and embroider napkins and other textiles per customer request. In addition, two women from the Amish community sought permission from the Millers to display home-baked pastries and jellies on Tuesdays and Wednesdays, the town's busiest tourist days, when Shipshewana attracts swarms of visitors to its flea market on the south edge of town.

" Shipshewana is full of specialty shops," Mary Miller stated. " People don't come here to buy things made in China or Taiwan. They want real, Amish-

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made goods. “ 1. Indiana Wood is best classified as a(n) _____ retailer. A) full-service B) self-service C) limited-service D) discount E) off-price 2. Which of the following is most critical to Indiana Wood’s success? A) place B) price C) differentiation D) store atmosphere E) services mix 3.

The Amish decor and shop workers give customers an authentic impression of the pride and skill built into the shop’s products. These aspects also contribute to the store’s _____. A) product assortment B) services mix C) atmosphere D) segmentations E) targeting 4. Which of the following would be the most logical way for Indiana Wood to expand? A) establishing an online presence B) pursuing retail convergence C) implementing RFID inventory tracking D) establishing a community-gathering environment in the store E) joining a producers’ cooperative Refer to the scenario below to answer the following questions.

John Mayes opened Sparkle Janitorial in 1999. John began by acquiring two contracts for office cleaning services from two local manufacturing facilities. For two years, John and his wife, Barb, performed the cleaning services alone. After acquiring three additional cleaning contracts in 2001, John hired two employees.

“ Up to that point, we had room to grow but we really had no advertising plan,” John stated. We were relying mostly on word-of-mouth. ” By 2003, Barb hired another two full-time employees to begin Sparkle’s new endeavor: carpet cleaning in homes and offices. “ Competition was getting tough for both of our services at that point,” Barb added. “ We ran a local radio spot three times each week. Then we had an advertiser print coupons

on placemats. That gave us a little more exposure. ” John and Barb Mayes admit that they never realized the value of a sound promotional plan before now.

“ We wish we would have put together something catchy with a jingle way before now,” they said. 5. Which of the following would be the LEAST effective way for John and Barb to reach new potential customers? A) word-of-mouth influence B) buzz marketing C) public relations D) network television advertising E) direct marketing 6. In a recent radio spot, John and Barb gave a quick explanation of Sparkle’s cleaning process and a description of the value consumers receive for their money. This is an example of a(n) _____.

A) emotional appeal B) standard appeal C) rational appeal D) moral appeal E) social appeal Most of the clientele at Second Avenue have learned about the store through word-of-mouth communication. This small retailer of quality second-hand children’s clothing thrives on the sale of a vast inventory of children’s clothing placed there on consignment. “ Because small children grow so quickly,” Second Avenue’s owner commented, “ they often outgrow many of their clothes before they’ve hardly been worn! ” Second Avenue provides a way for people to sell their children’s clothing, earn a few dollars, and buy the next larger size. “ We’re extremely picky about the condition of the clothing we stock,” the owner stated, “ but we sell most items at a 60 percent discount. 7. Which of the following media options would MOST benefit Second Avenue’s promotional efforts given the store’s limited budget? A) periodic advertising in a local newspaper B) daily advertisements on a local radio station C) weekly commercials during the local evening

newsD) a billboard placed on the interstateE) a link on the city's Chamber of Commerce Web site8. Second Avenue wants to create a postcard to be sent to local families with young children. The postcard will include information about the store's typical inventory, store hours, and directions.

Which of the following format elements can make the biggest difference in the success or failure of the direct mailing? A) copyB) headlineC) illustrationD) fontE) color9. The owner of Second Avenue wants to establish a community clothing drive to collect clothes for a local children's shelter. The owner will set up collection barrels outside Second Avenue. Which of the following public relations tools is the owner using? A) press relationsB) product publicityC) lobbyingD) developmentE) public affairs10. At Finley's Fine Goods, members of the sales force and marketing department tend to have disagreements when things go wrong with a customer. The marketers blame the salespeople for poorly executing their strategies, while the salespeople blame the marketers for being out of touch with the customer.

Which of the following steps should upper-level management at Finley's Fine Goods take to help bring the sales and marketing functions closer together? A) establish a customer sales force structureB) establish a complex sales force structureC) appoint a new sales force managerD) adopt a sales force automation systemE) appoint a chief revenue officer11. Ultra-Tech, Inc. as decided to switch to a customer sales force structure. Which of the following advantages is the company now LEAST likely to enjoy? A) The company can become more customer-focused.

B) The company can better serve different industries. C) The company can build closer relationships with important customers. D) The company can better serve current customers and find new customers. E) The company can expect salespeople to develop in-depth knowledge of numerous and complex product lines. 12. Johnson Business Solutions, Inc. , maintains one sales force for its copy machines and a separate sales force for its computer systems. Johnson Business Solutions utilizes a _____ structure.

A) product sales force B) customer sales force C) territorial sales force D) a combination of B and C E) complex sales force 13. Morrill Motors splits the United States into 10 sales regions. Within each of those regions, the company maintains two sales teams? one for existing customers and one for prospects. What type of sales force structure does Morrill Motors use? A) territorial B) product C) customer D) complex E) workload 14. An IBM sales representative is giving a product demonstration to a Best Buy representative.

Assisting with the demonstration are an engineer, a financial analyst, and an information systems specialist. If IBM wins the Best Buy account, then all four IBM representatives will service the Best Buy account. This is an example of _____. A) team selling B) territorial selling C) inside selling D) prospecting E) sales promoting 15. Sales have been slow recently at B & B Materials, so management has organized a training program to improve the performance of its sales force. Which of the following would most likely lead to improved sales for B & B Materials? A) tests to measure the analytic and organizational skills of the sales force B) information about the marketing

strategies used by competitorsC) tests to identify the personality traits of sales force membersD) a time-and-duty analysis for each salespersonE) instructions on completing expense reports16.

The CEO of Comfy Carpet, Rick Hadley, was skeptical about Web-based training until his sales manager explained that online training is _____. A) time consuming and difficult to useB) used by all small companiesC) dynamic and interactiveD) cost competitive and efficientE) useful to customers17. At Deck Decor, a manufacturer of outdoor furniture and accessories, the marketing and sales force objectives are to grow relationships with existing customers and to acquire new business.

Which of the following compensation plans should management establish to encourage the sales force to pursue both of these objectives? A) straight salaryB) straight commissionC) salary plus bonus for new accountsD) commission plus bonus for new accountsE) salary plus commission plus bonus for new accounts18. Mary Conti is sales manager for National Computer Training. She wants to evaluate the performance of her sales force that is responsible for the New England territory.

Mary will most likely review all of the following in her evaluation EXCEPT _____. A) call plansB) sales reportsC) call reportsD) expense reportsE) territorial sales and profit reports19. The sales force of Conway Pools has qualified a number of leads. Which of the following will most likely occur next? A) The outside sales force will call on all prospects. B) The outside sales force will close the deal with one of the prospects. C) The outside sales force will learn as much as possible about the prospects.

D) The inside sales force will attend meetings with qualified prospects. E)
The inside sales force will put together a presentation for the prospects.