

Mkt 421 final exam



1) According to the text, marketing means: A. Selling. B. Much more than selling and advertising. C. Producing and selling. D. Advertising. 2) For Tesla, a new firm that makes an electric sports car, estimating how many competitors will make electric vehicles and what kinds they will make, is: A. A production activity. B. One of the universal functions of innovation. C. An example of the micro-macro dilemma. D. A part of marketing. 3) Which of the following statements best describes the modern view of marketing? A. Marketing should take over production, accounting, and financial services within a firm. B. The job of marketing is to get rid of whatever the company is producing. C. Marketing is concerned with generating a single exchange between a firm and a customer. D. Marketing begins with anticipating potential customer needs. 4) Professional Dental Supply has been successfully selling dental instruments to dentists for the past 20 years, and has developed strong customer relations. When looking for new marketing opportunities, Professional Dental Supply will most likely look first at A. Market development. B. Diversification. C. Product development. D. Market penetration.) To compete more successfully with its many competitors offering packaged cookies, Famous Amos added its own line of extra chunky premium cookies. This seems to be an effort at: A. Market development. B. Market penetration. C. Product development. D. Combination. 6) Which of the following statements regarding marketing strategies is FALSE? A. Developing successful marketing strategies does not need to be a hit-or-miss proposition. B. These strategies must meet the needs of target customers,

and a firm is likely to get a competitive advantage if it just meets needs in the same way as some other firm. C.

These strategies require decisions about the specific customers the firm will target and the marketing mix the firm will develop to appeal to that target market. D. It is useful to think of the marketing strategy planning process as a narrowing-down process. 7) A firm's marketing mix decision areas would NOT include: A. Price B. People C. Product D. Promotion 8) Which of the following is true? A. The product P in the marketing mix stands for only tangible merchandise. B. The product P in the marketing mix stands for both physical goods and services. C. The product P in the marketing mix stands for both physical goods and tangible D.

The product P in the marketing mix stands for only physical goods. 9) Product is NOT concerned with: A. Wholesale price. B. Branding. C. Packaging. D. Quality level. 10) Dell, Inc. wants to offer customers televisions in addition to computers. This is a change in their _____ A. personnel. B. promotional. C. product. D. pricing. 11) Hewlett-Packard sells personal computers through specialty computer stores, electronics superstores, and its own Internet site. The marketing mix variable that is being considered here is: A. Product. B. Placement. C. Promotional. D. Pricing. 2) The _____ area of the marketing mix is concerned with decisions about getting the right product to the target market when and where it is wanted. A. Promotion B. Place C. People D. Product 13) The main difference between a marketing strategy and a marketing plan is that: A. A marketing strategy provides more detail. B. A marketing strategy omits pricing plans. C. A marketing plan includes several marketing strategies. D. Time-related

details are included in a marketing plan. 14) A marketing plan is: A. A marketing strategy—plus the time-related details for carrying it out. B. A target market and a related marketing mix.

C. A marketing strategy. D. A marketing program. 15) Which of the following is part of a complete marketing plan? A. Competitors' marketing strategies.

B. What company resources (costs) are required and at what rate. C. How different marketing mixes (for different target markets) relate to each other.

D. All of these. 16) Marketing strategy planners should recognize that: A.

Large firms like General Electric, Target, and Procter & Gamble are too large to aim at clearly defined markets. B. Target marketing is not limited to small market segments. C. Mass marketing is often very effective and desirable. D.

Target markets should not be large and spread out. 17) Target marketing, in

contrast to mass marketing, A. Ignores markets that are large and spread out. B. Focuses on fairly homogeneous market segments. C. Assumes that all customers are basically the same. D. Is limited to small market segments.

18) Good marketing strategy planners know that: A. Mass marketing is often very desirable and effective. B. The terms mass marketing and mass marketer mean basically the same thing. C. Target marketing does not limit

one to small market segments. D. Firms like Nabisco and WalMart are too large to aim at clearly defined target markets. 9) _____ is the

process of naming broad product-markets and then segmenting these broad product-markets in order to select target markets and develop suitable

marketing mixes. A. Mass marketing B. Market positioning C. Diversification

D. Market segmentation 20) Clustering techniques applied to segmenting

markets A. Usually require computers to group people based on data from

market research. B. Remove the need for managerial judgment. C. Eliminate the need for marketing managers to specify in advance what dimensions might be relevant for grouping consumers. D. All of the above are true. 1) The process of naming broad product-markets and then segmenting them in order to select target markets and develop suitable marketing mixes is called: A. Market development. B. Market penetration. C. Market research. D. Market segmentation. 22) Procedures that develop and analyze new information to help marketing managers make decisions are called: A. Analytical research. B. Strategy planning. C. Marketing research. D. Operational planning. 23) _____ utilizes qualitative and quantitative analysis procedures to help marketing managers make more informed decisions. A. Marketing structure. B. Marketing planning. C. Marketing research. D. Marketing processing. 24) A _____ is an organized way of continually gathering and analyzing data to get information to help marketing managers make ongoing decisions. A. Marketing research project B. Marketing information system C. Marketing research department D. Marketing model 25) Marketing research which seeks structured responses that can be summarized is called: A. Qualitative research. B. Focus group research. C. Situation analysis research. D. Quantitative research. 26) One of the major disadvantages of the focus group interview approach is that A. It is difficult to get in-depth information about the research topic. B. It is difficult to measure the results objectively. C. There is no interviewer, so the research questions may not be answered. D. Ideas generated by the group cannot be tested later with other research. 27) Focus groups: A. Always do a good job of representing the broader target

market. B. Yield results that are largely dependent on the viewpoint of the researcher. C. Are expensive compared to other marketing research methods. D. Are usually composed of 10 to 15 people as participants. 28)

The observing method in marketing research:

A. Is used to gather data without consumers being influenced by the process.

B. May require customers to change their normal shopping behavior. C. Is

not suitable for obtaining primary data. D. Uses personal interviews. 29) The

attitudes and behavior patterns of people are part of the A.

Competitive environment. B. Social and cultural environment. C. Firm's

resources and objectives. D. Political environment. 30) Which of the following

statements about consumer products is true? A. Specialty products are those

that customers usually are least willing to search for. B.

Shopping products are those products for which customers usually want to

use routinized buying behavior. C. Unsought products are not shopped for at

all. D. Convenience products are those that customers want to buy at the

lowest possible price. 31) _____ is the process of naming broad

product-markets and then segmenting these broad product-markets in order

to select target markets and develop suitable marketing mixes. A. Mass

marketing B. Strategic planning C. Market positioning D. Market

segmentation 32) Which is the first step in market segmentation? A. Naming

a broad product-market of interest to the firm.

B. Evaluating market segments to determine if they are large enough. C.

Finding one or two demographic characteristics to divide up the whole mass

market. D. Clustering people with similar needs into a market segment. 33)

The first step in market segmentation should be: A. Finding a demographic

group likely to use your products. B. Defining some broad product-markets where you may be able to operate profitably. C. Deciding what new product you could develop. D. Evaluating what segment(s) you currently serve. 34)

Which of the following is NOT one of the text's product life cycle stages?

A. Market introduction B. Market growth C. Market maturity D. Market penetration 35) The product life cycle: A. Applies more to individual brands

than to categories or types of products. B. Shows that sales and profits tend to move together over time. C. Describes the stages a new product idea goes through from beginning to end. D. Has five major stages. 36) Tom and

Sally Jones are preparing to purchase a new car. He currently has a Toyota Camry and she has a Honda Accord. They now have two children under age 5, so they plan to trade in Sally's car to purchase a minivan.

Sally and Tom decided on a HondaOdysseybecause Sally is familiar with Hondas and thinks they are very reliable. In this purchase situation, Tom and Sally'sfamilylife cycle stage is a _____ segmentation dimension, and

the benefit Sally seeks (reliability) is a _____ segmentation dimension. A. Geographic; behavioral. B. Demographic; geographic. C.

Geographic; demographic. D. Demographic; behavioral. 37) Regarding product life cycles, which of the following is NOT true? A. It is usually expensive for a new firm to enter in the market maturity stage. B.

Industry profits are likely to level off or decline before sales level off. C. The level of promotion usually decreases in market maturity because there is less revenue to cover the cost. D. Many close substitutes are usually

competing in the market maturity stage. 38) An industry's sales have leveled off and profits are declining in oligopolistic competition. Consumers see

competing products as homogeneous. Several firms have dropped out of the industry, but a new one entered recently. Firms in the industry are trying to avoid price-cutting by spending on persuasive advertising.

These firms are competing in which stage of the product life cycle? A. Market introduction B. Market growth C. Market maturity D. Market development 39)

During the market introduction stage of the product life cycle: A. Funds are being invested in marketing with the expectation of future profits. B. Considerable money is spent on promotion while place development is left until later stages. C. Products usually show large profits if marketers have successfully carved out new markets. D. Most potential customers are quite anxious to try out the new-product concept. 40) Advertising allowances A.

Set the allowance amount as a percent of the retailer's actual purchases. B. Are price reductions to firms further along in the channel to encourage them to advertise or otherwise promote the firm's products locally. C. Involve intermediaries and producers sharing in the cost of ads. D. Allow for coordination and integration of ad messages in the channel. 41) SGCA is having a sales contest to encourage retailers to quickly reduce the inventory of SuperGamer computers. Retailers with the highest sales during the next month win an expense paid trip to a special dealer meeting at a resort in Hawaii. This is A.

An example of a producer using sales promotion in the channel. B. Probably illegal because it might encourage price competition among retailers. C. An example of cooperative advertising. D. The type of promotion that continues to impact sales even after the promotion is over. 42) While watching a television program, Liza gets a phone call just as a commercial is starting.

She presses the mute button on the television's remote control and takes the call, so she pays no attention to the commercial. In terms of the communication process, the telephone call is an example of: A. Feedback. B. Noise. C. Encoding.

D. Decoding. 43) A producer using very aggressive promotion to get final consumers to ask intermediaries for a new product has: A. A pushing policy. B. A target marketing policy. C. A pulling policy D. A selective distribution policy. 44) American Tourister, Inc. —a producer of luggage—is planning to introduce a new product line. The marketing manager is having her sales force call on retailers to explain American Tourister's consumer advertising plans, the unique features of the new luggage, how the distributors can best promote it, and what sales volume and profit margins they can reasonably expect.

This is an example of: A. A pushing policy. B. Intensive distribution. C. A pulling policy. D. Selective distribution. 45) Integrated direct-response promotion: A. Is not necessary or useful when the channel of distribution involves intermediaries. B. Is usually part of a pushing effort rather than part of a pulling approach. C. Focuses on achieving a measurable, direct response from specific target customers. D. None of these are true. 46) Which of the following statements about positioning is NOT TRUE? A. It helps marketing managers know how customers view the firm's offering. B.

It refers to how customers think about proposed or present brands in a market. C. It often makes use of techniques such as perceptual mapping. D. Positioning issues are especially important when competitors in a market are very dissimilar. 47) When segmenting broad product-markets, cost

considerations tend A. To lead to a large number of small, but very homogeneous, product-market segments. B. To lead to more aggregating. C. To encourage managers to disregard the criterion that a product-market segment should be substantial. D. To be unimportant as long as the segmenting dimensions are operational. 48) Positioning analysis A.

Shows that managers and customers usually view present brands similarly. B. Is not a product-oriented approach. C. Helps managers understand the actual characteristics of their products. D. Is a visual aid to understanding a product-market. 49) A ____ is a market with very similar needs and sellers offering various close substitute ways of satisfying those needs. A. Product-market B. Target market C. Generic market D. Standard market 50) Which of the following is NOT a trend affecting marketing strategy planning in the area of international marketing? A. Decreasing role of airfreight. B. Global communication over the Internet.

C. Tensions between have and have-not cultures. D. More attention to exporting by small companies. 51) When a company grows globally, this is an example of: A. Market penetration. B. Diversification. C. Market development D. Product development. 52) Identify the incorrect statement about sales promotions. A. The availability of more ad agencies and specialists has spurred growth in sales promotions. B. Changes in technology have made sales promotions more efficient. C. Sales promotions have increased because of competition in emerging markets. D. Sales promotions can be used as tools to overcome consumer price resistance. 3) Which of the following is a key trend affecting marketing strategy planning? A. Growth of marketing information systems. B. Less use of technology in

personal selling. C. Senior and ethnic submarkets are getting smaller. D. Slower new-product development. 54) It is usually the _____ job, perhaps with help from specialists in technology, to decide what types of sales technology tools are needed and how they will be used. A. Purchasing manager's B. Marketing executive's C. Sales manager's D. Procurement manager's 55) The future poses many challenges for marketing managers because: A.

Socialresponsibilityapplies only to firms—not to consumers. B. New technologies are making it easier to abuse consumers' rights to privacy. C. It is marketing managers who have full responsibility to preserve our macro-marketing system. D. The marketing concept has become obsolete. 56) Many Internet sites, such as Autobytel. com and Edmunds. com, have extensive information about the prices of new and used vehicles that anyone can use for free. In light of the availability of this information, what is the responsibility of consumers to use it? A. Consumers should not trust any information they receive from any source except the government.

B. Consumers should not use it because it gives them an unfair advantage over car dealers. C. Consumers can use it, but should not feel a responsibility to do so. D. Consumers have a responsibility to use the information and be smarter customers. 57) Which of the following statements about ethical behavior in business is true? A. The legal environment sets the normative standards of ethical behavior. B. The legal environment sets the highest standards of ethical behavior. C. The legal environment sets the minimum standards of ethical behavior D. The legal environment sets the maximum standards of ethical behavior.