

# Practice questions on marketing assignment

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In a modified free enterprise system a) The government has no control b) The government guides and oversees c) The government controls everything

4. " Demographics" refers to a) Money consumers are willing to spend b) Numerical facts about a population c) Numerical facts about sales 5. The process involved in moving the product from the producer to the consumer is referred to as: a. Stream of Products b. Channels of Distribution c. Flow of Goods d. All of the above e. None of the above 6. The group of people who create the original product before it is shipped to the stores is called the: a. Consumer b. Designer c. Producer 7. The type of business person who sells natural goods that are unaltered is called an: a. Extractor b. Farmer c. Excavator d. Remover e. Janitor 8 An Ultimate Consumer is one who: a. Buys products from retailers for personal use b. Buys products and sells them to kids c. Sells products from a retail store 9. When a product is shipped from a producer to a retailer it is handled in the middle by A: Shipper B. Interpreter c. Entrepreneur d. Intermediary 10. Stores like Cost are classified as: a. Discount Outlets b. On-line discounters c. Producers d. Retailers e. Wholesalers 11 When you receive goods from another country it is called: a. Exporting b. Deporting c. Transfer d. Importing e. Impulse buying 12 Ways of thinking, acting, or feeling - are considered most important. A. B. Attitudes C. Self-esteem needs d. Special Qualities e. A and B Skills 13. Consumer behavior is an area of marketing that examines... A) The steps that consumers go through in deciding what to buy b) What motivates and influences consumers to buy c) How and why consumers respond to different programs and strategies d) All of the above e) None of the above 14.

The consumer buying process includes the following steps. A) Problem recognition, information search, evaluation of alternatives, making the purchase, re-evaluating the purchase b) Problem recognition, information search, evaluation of alternatives, making the purchase c) Problem recognition, information search, making the purchase, re-evaluating the purchase d) None of the above 15. Cognitive dissonance is found in which section of the consumer buying process? A) Problem recognition b) Information search c) Evaluation of alternatives d) Making the purchase e) Re-evaluating the purchase 16.

Reference groups refer to... A) One person that influences consumers b) A group of people that influences consumers to buy c) A company that references d) A and B 17. A humans perception is.... A) The way a person discusses a situation b) The way a person looks at perplexing problems c) The way a person views the world e) B and C 18. When individuals respond selectively to marketing messages in their environment this is called a) Broad selection b) Attitudes and views c) Selective perception d) All of the above 19.

Wholesaling does not include which of the following services a) Market research ) Selling c) Promotion d) Distribution 20. The group of customers to whom the company directs its marketing program towards is called a) Test market b) Target market c) Retailers market d) Marketable people 21 . Which of the following is not involved in the consumer buying process a) Problem recognition b) Making the purchase c) Distribution d) Information search e) All of the above 22. A pair of Jeans would be considered a) Convenience goods b) Specialty goods c) Shopping goods 23.

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A 68 mustang would be classified as a) Specialty goods b) Shopping goods c) Convenience goods 24. A package of bubblegum would be classified as a) Shopping goods b) Convenience goods c) Specialty goods 25. A good brand name should be which of the following a) Brief b) Easy to remember c) Catchy 26. Which is the highest level of brand loyalty a) Brand preference b) Brand recognition c) Brand insistence d) A and b 27. Which is the lowest form of brand loyalty d) C and d 28. An ordinary Sony Palpitation 1 would be in which stage of the product life cycle. ) Maturity b) Growth c) Introduction d) Decline e) Obsolescence 29. The current Sony Palpitation would be in which stage of the product life cycle. ) Introduction c) Maturity 30. Distribution channels are... A) Paths of distribution b) Ways of buying goods c) The paths products take from the producer to the consumer d) The paths products take from wholesaler to consumer e) A and D 31 . " Intermediaries" can also be called 32. Producer - wholesaler - retailer - consumer is a... ) Even numbers b) Distribution channels c) Retailers d) Consumers e) Middlemen b) A retro channel c) A traditional channel d) Normal Channel e) Reverse Channel a) New type of channel 33. Is a strategy in which a manufacturer acts, as it's own retailer or wholesaler. A) Channel leadership b) Integrated distribution channel c) Extensive distribution channel 34. The purpose off display is to a) Catch a customer's attention b) Encourage customer's to brows and examine merchandise c) Allow employees quick visual control of merchandise 35.

The 2 main categories of displays are a) Interior and exterior b) Open and closed c) Open and interior d) Closed and exterior 36. " Visual merchandising" means a) A desire that can be satisfied after basic needs are met b) An effective display of goods that appeals to the customer's senses,

primarily sight ) A term referring to all the business activities involved in buying, selling, and controlling so goods and services can be transferred to the ultimate consumer d) A person who recommends another person to a potential employer 37.

A dump display is a) A large board, usually outdoors, on which advertisements are placed b) A display of odds and ends, clearance, or low-priced goods for sale piled into baskets or bins c) A display of goods for sale on a wall ledge, escalator housing, ceiling support pillar, or otherwise wasted space, often used for seasonal displays. D) None of the above 38. An architectural display is ) Strictly for architects b) A display that has been specifically constructed to suit a particular display need. ) Ideal for presenting major items related to the home d) Both b and c 39. Two examples of exterior displays are a) Storefront sign and gondola shelving b) Table displays and dump displays c) Display windows and sidewalk displays d) Showcase displays and display racks 40. A display principle is a) Create simple and effective displays b) Design from the customer's point of view c) Maintain displays 41 . An important thing to remember when planning a display is a) Plan your work, ark your plan b) Work your plan, plan your work c) Sometimes a plan is not necessary 42.

A display should be first evaluated a) After the first month b) As soon as it is put into place c) Just before it is taken down 43. The primary colors are a) Red, green, yellow b) Yellow, red, blue c) Pink, green, orange d) Purple, pink, blue 44. Orange is a) A primary color b) A secondary color c) An intermediate color d) A neutral color 45. A is created when equal amounts of the primary colors are mixed together a) Secondary color b) Tone c) Intermediate color  
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d) Neutral color 46. Cool” colors are colors found on which half of the color wheel? ) Neither b) Both c) Blue d) Red 47. Any 3 colors that are equally spaced from one another on the color wheel make up a) An analogous color scheme b) A complementary color scheme c) A monochromatic color scheme d) A triadic color scheme 48. When black and white are used alone or in some combination with each other they are considered to be a) Neutral b) Primary c) Secondary d) Intermediate 49. The color scheme that consists of only one color and different tones of that color is a) Analogous b) Monochromatic c) Complementary d) Triadic 0.

Gondola shelving is an example of a) Interior closed display b) Interior open display c) Exterior closed display d) Exterior open display 51 . Displays are a good way to a) Discourage shoplifting b) Streamline stock keeping and maintenance c) Encourage self-service 52. Products compete for a) Shelf facings b) Sales floor area c) None of the above d) Both a) and b) 53. First impressions are a) Unimportant b) Forgettable c) Lasting 54. Customer confusion is reduced by a) Cross-merchandising b) Mixed merchandising c) Counter merchandising 55.

One of the functions of effective lighting is ) To give a “ summer” type atmosphere b) To create store image c) To make products look nicer than they really are 56. Complementary items should be placed a) Near one another b) Away from one another c) On every second shelf d) On every third shelf 57. A common theft deterrent is a) A well-lit store b) Parcel check services c) Raised point of sale terminal 58. One of the principles of store design and layout is a) Make things complex b) Maximize space for non-selling areas c) Keep it simple 59. False economy” means a) Spending a

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smaller amount of money on the business than is necessary, in the long run, in an attempt to cut costs which eventually causes problems that cost more to fix than spending the necessary amount of money in the first place b) Being at liberty to do as you wish, when you wish, as long as it does not interfere with others doing as they wish c) A system of trade that allows a country to trade with any nation it chooses d) None of the above 60.

The term "store design" refers to a) Store's physical appearance b) The type of placement of fixtures, furnishings and equipment c) The location of selling and non-selling areas 61. The successful retailer studies ) Human behavior b) Animal behavior c) Non-human behavior 62. A habit is a) A thought or feeling which that causes a person to act or react in a certain way b) A characteristic way of thinking or behaving c) A natural reaction 63.

In Maslow's Hierarchy of needs, one of the physical needs is a) Food b) Self-respect c) Self-fulfillment 64. In Maslow's Hierarchy of needs, one of the social needs is a) Feeling of belonging b) Rest c) Sense of worth 65. In Maslow's Hierarchy of needs, one of the self-actualization needs is a) Being self-fulfilled b) Air c) Security in Job 66. A developed sales personality is a) Positive attitude b) Honesty and sincerity c) Friendliness 67.

One of the duties of a salesperson is a) Sell goods and services b) Direct customers c) Handle returns and complaints 68. Stock keeping involves a) Maintenance b) Arranging and displaying goods c) Replenishing shelves and racks 69. Possible causes of shrinkage a) Goods that are out of style b) Perishable items that have gone bad c) Returns 70. Stock rotation is a)

Moving stock so that newer stock is in front b) Moving stock so that older stock is in front c) Mixing older and newer stock d) Any of the above