

## Chapter 01 Quiz

**Introduction:** You should answer this quiz after reading Chapter 1, which must be done before class. You have only one attempt. This quiz will count towards your mini-assignments/class contribution grade. This quiz also provides practice in answering exam-type MC questions.

Question 1

Question 2

Marks: 1

Of primary interest to marketers are \_\_\_\_\_ buyers.

Choose one answer.

- a. past unsatisfied
- b. centrally controlled
- c. unqualified and underserved
- d. qualified potential
- e. future potential

Question 3

Marks: 1

Question 4

Marks: 1

Marketing includes offering:

Choose one answer.

- a. products.
- b. None of these.
- c. services.
- d. ideas.
- e. combinations of products, services, and ideas.

Question 5

Marks: 1

A(n) \_\_\_\_\_ is shaped by a person's knowledge, culture, and personality.

Choose one answer.

- a. want
- b. need

- c. exchange
- d. drive
- e. benefit

Question 6

Marks: 1

A relational orientation is based on the philosophy that buyers and sellers develop:  
Choose one answer.

- a. a complete understanding of each other's needs.
- b. a long-term relationship.
- c. a price-value comparison matrix.
- d. supply chain synergy.
- e. a marketing value transaction focus.

Question 7

Marks: 1

eBay revolutionized buyer-seller marketing primarily by:  
Choose one answer.

- a. reducing the number of firms competing for consumer expenditures.
- b. shifting market emphasis from a consumer orientation to a producer orientation.
- c. instituting the Dutch auction system.
- d. breaking down geographical boundaries in defining markets.
- e. allowing seller's to avoid state sales taxes.

Question 8

Marks: 1

Question 9

Marks: 1

Which of the following activities does NOT involve marketing?  
Choose one answer.

- a. downloading music.
- b. attending marketing class.
- c. All of these.
- d. deciding how many hours to sleep.
- e. purchasing gasoline.

Question 10

Marks: 1

After the previous sales representative in his territory infuriated an important customer, Benjamin visited the customer every couple months, never asking for business but hoping to rebuild trust through listening and expressing concern. Finally, after more than two years, the customer gave Benjamin an order. Benjamin was providing the important marketing function of: Choose one answer.

- a. being an order taker.
- b. advising production on how much product to make.
- c. synthesizing and interpreting sales, accounting, and customer-profile data.
- d. alerting the logistics department when to ship products.
- e. engaging customers and developing long-term relationships.

Question 11

Marks: 1

\_\_\_\_\_ is fundamental to marketing success.

Choose one answer.

- a. Making profits
- b. Understanding and satisfying consumers' needs and wants
- c. Advertising
- d. Being competitive
- e. Generating sales

Question 12

Marks: 1

One of the benefits of value driven marketing is attention to customer needs and wants, which will likely result in:

Choose one answer.

- a. stronger relational dialogues among competing firms in the marketplace.
- b. long-term loyalties.
- c. increased competition.
- d. A, B, and C above.
- e. more product development.

Question 13

Marks: 1

Generally, all companies have control over their product, price, promotion and distribution efforts and can choose how to combine them in order to satisfy customers' needs and wants. These controllable activities are often referred to as a firm's \_\_\_\_\_.

Choose one answer.

- a. marketing environment
- b. marketing mix
- c. marketing strategy
- d. competitive advantage
- e. marketing capability

Question 14

Question 15

Question 16

Marks: 1

To become a more value driven organization, Acadia University is holding coffee-hour discussions with its students and surveying its graduates regarding students' educational needs and desires. Acadia University is becoming more value driven through:

Choose one answer.

- a. evaluating strategic competitive partnerships.
- b. balancing their customers' benefits and costs.
- c. building relationships with customers.
- d. None of these.
- e. sharing information across their organization.

Question 17

Marks: 1

The idea that a good product will sell itself is associated with the \_\_\_\_\_ era of marketing.

Choose one answer.

- a. All of these
- b. value-based marketing
- c. production
- d. sales
- e. marketing

Question 18

Marks: 1

\_\_\_\_\_ is communication by a marketer that informs, persuades, and reminds potential customers.

Choose one answer.

- a. Pork barrelling
- b. Pricing
- c. Promotion
- d. Product value creation
- e. Placement

Question 19

Marks: 1

Most people think of marketing as a way for a firm to:

Choose one answer.

- a. promote their industry.
- b. undermine the competition.
- c. minimize costs.
- d. All of these.
- e. make profits.

Question 20

Question 21

Marks: 1

The advent of auction sites like eBay has increased \_\_\_\_\_ marketing.

Choose one answer.

- a. D2C
- b. C2C
- c. C2D
- d. B2C
- e. B2B

Question 22

Marks: 1

Marketing involves all of the following EXCEPT:

Choose one answer.

- a. production scheduling.

- b. exchange.
- c. efforts by individuals and organizations.
- d. satisfying customer needs and wants.
- e. creating value.

Question 23

Marks: 1

Firms and organizations use customer relationship management to:  
Choose one answer.

- a. to provide their best customers with the products they need.
- b. to target their best customers.
- c. to offer special promotions that appeal to their customers.
- d. All of these.
- e. systematically collect information about their customers.

Question 24

Marks: 1

Marketers have found that a good value:  
Choose one answer.

- a. does not have to be cheap.
- b. usually meets resistance in the supply chain.
- c. must always be low-priced.
- d. must be promoted more heavily than competing products.
- e. is created by higher prices.

Question 25

Marks: 1

The goal of customer relationship management is to:  
Choose one answer.

- a. manage every customer relationship differently.
- b. reduce inefficient relationships through customer care.
- c. identify and build loyalty among a firm's customers.
- d. manage every customer relationship to maximum potential profitability.
- e. generate relationships with all of a firm's customers.

## Chapter 02 Quiz

Question 1

Marks: 1

In many market situations, word-of-mouth referrals are a very effective source of new customers. Marketers often encourage referrals as a \_\_\_\_\_ growth strategy.

Choose one answer.

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

Question 2

Marks: 1

After vacationing in Thailand, Bill decided to add an Internet-based Buddhist travel service division to his auto parts wholesaling business. Bill was engaged in a \_\_\_\_\_ growth strategy.

Choose one answer.

- a. all of these
- b. market penetration
- c. market development
- d. product development
- e. diversification

Question 3

Marks: 1

In \_\_\_\_\_ pricing, the firm first determines the perceived worth of the product from the customer's point of view and then prices accordingly.

Choose one answer.

- a. product-based
- b. value-based
- c. management-based
- d. cost-based
- e. competitor-based

Question 4

Marks: 1

Internet search engine companies offer advertisement placement tied to the specific topics users are viewing. This type of service helps make value communication more:

Choose one answer.

- a. efficient.
- b. sustainable.
- c. universal.
- d. seductive.
- e. broad-based.

Question 5

Marks: 1

Marketing mix strategies will vary depending on what marketers believe their target markets:

Choose one answer.

- a. can be manipulated into buying.
- b. will value.
- c. position.
- d. can afford.
- e. can sustain.

Question 6

Marks: 1

As part of her company's SWOT analysis, Valerie is assessing the company's internal environment, which is its:

Choose one answer.

- a. opportunities and threats.
- b. threats.
- c. strengths.
- d. opportunities.
- e. strengths and weaknesses.

Question 7

Marks: 1

Banks have begun offering special accounts designed to attract junior high school children. These kids save in very small amounts creating more work than the account is probably worth to the bank but bankers know consumers are creatures of habit and young people they service now will likely become adult customers. These banks recognize:

Choose one answer.

- a. diversification demographics.
- b. segmentation, targeting, and positioning strategy.
- c. the life-time value of customers.
- d. operational excellence as a macro strategy.
- e. product excellence leads to loyal customers.

Question 8

Marks: 1

Car dealerships often advertise "\$99 over invoice" prices. This is a \_\_\_\_\_ pricing strategy. Choose one answer.

- a. product-based
- b. management-based
- c. value-based
- d. cost-based
- e. competitor-based

Question 9

Marks: 1

In value-based marketing, promotion communicates the: Choose one answer.

- a. relative market value.
- b. sustainable comparative situation.
- c. targeted creative solution.
- d. operational excellence.
- e. value proposition.

Question 10

Marks: 1

Almost every banker thinks his or her firm provides better service than their competitors. If this is accurate, and customers recognize it, the bank creates and delivers value through:

Choose one answer.

- a. customer excellence.
- b. promotional excellence.
- c. operational excellence.
- d. global excellence.
- e. product excellence.

Question 11

Marks: 1

Customer loyalty is simply preferring to purchase from one firm instead of another.

Answer:

- True  False

Question 12

Marks: 1

A \_\_\_\_\_ is a group of products that consumers may use together or perceive as similar in some way.

Choose one answer.

- a. product line  
 b. STP  
 c. promotional service  
 d. SBU  
 e. market segment

Question 13

Marks: 1

A strategic business unit generally refers to a division of a large company that:

Choose one answer.

- a. usually has limited control because of its profitability.  
 b. has marketing and other specialized activities.  
 c. also has a comparable non-business unit.  
 d. markets a set of related products to a clearly defined group of customers.  
 e. directs overall marketing strategy for the firm.

Question 14

Marks: 1

Lisa is told to assess the demographics of her company's customers. Lisa will assess all of the following EXCEPT:

Choose one answer.

- a. interests.  
 b. age.  
 c. family constellation.  
 d. gender.  
 e. income.

Question 15

Marks: 1

Question 16

Marks: 1

Craig sees his company's quarterly sales and profits are significantly above projections and says, "That's great. Let's keep doing what we are doing." Craig is suggesting they ignore the \_\_\_\_\_ of the marketing planning process.

Choose one answer.

- a. situation analysis
- b. evaluate performance
- c. implement marketing mix and resources
- d. define the business mission
- e. identifying and evaluating opportunities

Question 17

Marks: 1

A \_\_\_\_\_ growth strategy employs the existing marketing offering to reach new market segments.

Choose one answer.

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

Question 18

Marks: 1

Marketers who design and offer new products and services to their existing customers are pursuing a \_\_\_\_\_ growth strategy.

Choose one answer.

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

Question 19

Marks: 1

Lionel is asked to conduct an STP analysis for his firm. The first thing he will do is:

Choose one answer.

- a. reposition existing segments.
- b. divide the marketplace into subgroups.
- c. generate a sum of segments.
- d. conduct a SWOT analysis.
- e. target potential targets.

Question 20

Marks: 1

Question 21

Marks: 1

After conducting STP analysis for her custom auto parts store, and developing strategies for each of the 4Ps, Brenda now has to make \_\_\_\_\_ decisions.

Choose one answer.

- a. market growth
- b. product line
- c. resource allocation
- d. competitive response
- e. mission statement

Question 22

Marks: 1

Michael Jordan, Tiger Woods, Michele Wie and other athletes are paid huge sums of money by companies for celebrity endorsements. If, endorsements by these athletes create distinct images among consumers of the companies' products, they can help with the firm's \_\_\_\_\_ strategy.

Choose one answer.

- a. positioning
- b. sustainable competitive advantage
- c. customer excellence strategy
- d. cost-based promotion
- e. vendor segmentation

Question 23

Marks: 1

\_\_\_\_\_ are an example of an incentive-based customer loyalty program.  
Choose one answer.

- a. Quantity discount incentives
- b. Frequent-flyer programs
- c. Customer referral programs
- d. Everyday low prices
- e. Cost-based pricing programs

Question 24

Marks: 1

"Effective marketing doesn't just happen." It is:  
Choose one answer.

- a. imagined.
- b. introduced through control phase SBUs.
- c. planned.
- d. promoted through STP analysis.
- e. the result of competitor's failures.

Question 25

Marks: 1

A mission statement describes a firm's tactical mission.  
Answer:

- True  False

## Chapter 04 Quiz Copy

Question 1

Question 2

Firms use \_\_\_\_\_ to collect, and synthesize information about their position with respect to their rivals.

Choose one answer.

- a. intuitive diagnostics
- b. macroeconomic variable analysis
- c. regional regression analysis
- d. competitive intelligence

- e. demographic data

### Question 3

Marks: 1

By offering environmentally responsible products, green marketers:

Choose one answer.

- a. undercut prices of non-environmentally responsible marketers.
- b. gain access to government supply contracts not available to environmentally irresponsible producers.
- c. generate internal macroeconomic maximization.
- d. add value that other products do not have.
- e. promote green ahead of blue or red.

### Question 4

Marks: 1

For some products, marketers can combine education level with other data like occupation and income to obtain:

Choose one answer.

- a. producers' just-in-time expectancy rate.
- b. macroenvironmental green marketing value.
- c. a sense of consumers' regional demographic culture.
- d. consumers' interest rate sensitivity quotient.
- e. useful predictions of purchase behaviour.

### Question 5

Marks: 1

Laws that prohibit the formation of monopolies or alliances that would damage a competitive marketplace benefit consumers through:

Choose one answer.

- a. All of these.
- b. higher prices.
- c. fair debt collection practices.
- d. increased choices.
- e. protection from false advertising.

### Question 6

### Question 7

Marks: 1

As discussed in the text, two key factors within a firm's microenvironment that affects its marketing efforts are \_\_\_\_\_.

Choose one answer.

- a. technological capability and quality of human resources
- b. ability to leverage company capabilities and build relationships with corporate partners
- c. internal rivalry and collaboration among the various departments
- d. ability to leverage company capabilities and organizational cultural
- e. technological sophistication and marketing superiority

Question 8

Marks: 1

Jonathon is reviewing the latest Statistics Canada report about changes in his geographic area. He learns about changing incomes, increases in dual-income families, and influx of new ethnic groups into his market area. These changes will influence:

Choose one answer.

- a. green marketing.
- b. competitive intelligence.
- c. country culture parameters.
- d. his firm's marketing strategies.
- e. microenvironmental changes in scenario planning.

Question 9

Marks: 1

Many Canadian companies sell their goods and services in the United States for US dollars. Since 2007 the Canadian dollar has been increasing in value relative to the US Dollar. As a result, Canadian made goods entering the USA will

Choose one answer.

- a. be cheaper for US consumers because of the low inflation in Canada.
- b. be the same for both US and Canadian consumers.
- c. increase inflation in Canada.
- d. be the same for US consumers but more expensive for Canadian consumers.
- e. be more expensive for US consumers.

Question 10

Marks: 1

Competitive intelligence activities are likely to include any of the following EXCEPT:

Choose one answer.

- a. reviewing court records.
- b. interviewing customers.
- c. paying auditing companies for previews of competitor's quarterly statements.
- d. counting cars in competitor's parking lots.
- e. observing competitor's stores.

Question 11

Question 12

Marks: 1

Which of the following is NOT one of the six macroenvironmental factors affecting a firm's strategic marketing planning process?

Choose one answer.

- a. supply-chain system.
- b. demographics.
- c. social issues.
- d. technological advances.
- e. social/cultural trends.

Question 13

Question 14

Marks: 1

Because Canadians are working longer hours without increases in real, disposable income, and are utilizing an army of communication devices to keep up with the demands in their personal and work lives, retailers are:

Choose one answer.

- a. adjusting the macroenvironmental factors to meet the changing marketing mix requirements.
- b. making their products available whenever and wherever consumers want them.
- c. increasing their budgets for traditional advertising outlets like television and radio.
- d. outsourcing marketing communications to global production facilities.
- e. focusing only on those demographic cohorts that have time to relax.

Question 15

Marks: 1

Visible nuances of a country's culture include:

Choose one answer.

- a. All of these.
- b. dress.

- c. symbols.
- d. language differences.
- e. ceremonies.

Question 16

Marks: 1

Many manufacturers require their corporate partners to deliver parts and materials as needed, in order to avoid having to maintain large inventories. These corporate partners are required to provide:

Choose one answer.

- a. simplicity scheduling.
- b. competitive intelligence.
- c. just-in-time delivery.
- d. macroenvironmental monitoring.
- e. green generation efficiency.

Question 17

Marks: 1

Which of the following statements concerning technological advances is true?

Choose one answer.

- a. technological advances are the result of research, therefore, it is highly predictable.
- b. technological advances improve the value of products and services and allow marketers to better understand and serve customers.
- c. technology advances tend to make technology more expensive.
- d. technological advances will not replace existing products and companies.
- e. technology advances can in no way harm an industry's growth.

Question 18

Marks: 1

A firm's macroenvironment includes all of the following EXCEPT:

Choose one answer.

- a. corporate partners.
- b. demographics.
- c. technology.
- d. economics.
- e. political/legal.

Question 19

Marks: 1

Typical demographic data include:

Choose one answer.

- a. income
- b. All of these
- c. gender
- d. geographic region
- e. race

Question 20

Marks: 1

Marketers are quite aware of the relationship among:

Choose one answer.

- a. culture, country culture, and regional subculture.
- b. cohorts, conflicts, and congestion.
- c. Tweens, Beans, and Twinkies.
- d. education, income, and occupation.
- e. green, yellow, and red marketing.

Question 21

Marks: 1

By paying close attention to customer needs and continuously monitoring the environment in which it operates, a good marketer can:

Choose one answer.

- a. avoid cognitive dissonance.
- b. implement just-in-time marketing promotions.
- c. All of these.
- d. divide generational cohorts into regional psychographic groups.
- e. identify potential opportunities.

Question 22

Marks: 1

Generational cohorts are groups of people of the same generation who have similar purchase behaviour because they have:

Choose one answer.

- a. similar income levels and levels of educational attainment.

- b. foreign currency income expectations.
- c. shared country culture and ethnic backgrounds.
- d. shared experiences and are in the same stage of life.
- e. the same number of children.

Question 23

Marks: 1

Which of the generational cohort grew up in a more media-intensive and brand conscious era than their parents and are therefore more sceptical about what they hear in the media?

Choose one answer.

- a. generation Y.
- b. baby boomers.
- c. generation X.
- d. seniors.
- e. generation Z.

Question 24

Question 25

Marks: 1

\_\_\_\_\_ helps marketing managers develop a set of possible conclusions based on the plausible alternatives a firm might pursue.

Choose one answer.

- a. economic analysis
- b. scenario planning
- c. socio-economic and technological analysis
- d. Porter Five Forces Model
- e. technological, demographic, and social analysis

## Chapter 05 Quiz

Question 1

Marks: 1

Although the market research process is described as a five-step process, often:

Choose one answer.

- a. problems in the research design make it difficult to accomplish the objectives.

- b. the decision needs to be made before the research is complete.
- c. new information redefines the problem.
- d. researchers go back and forth as the need arises.
- e. All of these.

Question 2

Marks: 1

A marketing research project often begins with a review of the relevant \_\_\_\_\_ data.  
Choose one answer.

- a. primary
- b. secondary
- c. mined
- d. structured
- e. unfocused

Question 3

Marks: 1

A \_\_\_\_\_ is a small group of people brought together for an unstructured, intensive discussion of a topic.  
Choose one answer.

- a. data mining session
- b. focus group
- c. in-depth interview
- d. MIS
- e. survey

Question 4

Marks: 1

Conclusive research:  
Choose one answer.

- a. offers conclusions that are always correct.
- b. uses sources that may not be original and usually contain statistical bias.
- c. restructures the research objective based on the conclusions derived from qualitative data mining.
- d. confirms insights and provides a basis for taking a course of action.
- e. is always conducted using primary data collection.

Question 5

Marks: 1

Question 6

Marks: 1

If a firm has geodemographic and purchasing information about its customers, the firm can use data mining techniques to:

Choose one answer.

- a. determine which syndicated data warehouse services to purchase.
- b. tailor separate marketing programs for different geodemographic segments.
- c. quantify unstructured survey question responses using geographic statistical simulations.
- d. create new customer surveys.
- e. understand psychographic motivations.

Question 7

Marks: 1

An online retailer might use \_\_\_\_\_ to determine that female customers who purchase a white shirt with a red tie at Christmas for their loved ones may be interested in buying a matching blazer for Valentine's Day.

Choose one answer.

- a. data mining
- b. data warehousing
- c. linear regression analysis
- d. syndicated data
- e. hypothesis testing

Question 8

Marks: 1

A(n) \_\_\_\_\_ is a set of procedures and methods applied to the regular, planned collection, analysis, and presentation of information to be used in marketing decisions.

Choose one answer.

- a. primary data mine
- b. syndicated, unstructured survey
- c. marketing information system
- d. VALS
- e. wholesaling warehouse system

Question 9

Marks: 1

Academic researchers often jump at the opportunity to conduct a research study, curious to learn more and address unanswered questions. Business people tend to be more cautious before embarking on a marketing research study, recognizing research is:

Choose one answer.

- a. expensive and time consuming.
- b. an impediment to decisive management.
- c. beyond most managers' ability to comprehend.
- d. All of these.
- e. an academic exercise of little real value.

Question 10

Marks: 1

Commercial research firms like ACNielsen, Leger Marketing, and National Purchase Diary Panel are sources of:

Choose one answer.

- a. syndicated data.
- b. primary data.
- c. All of these.
- d. secondary data.
- e. data mining.

Question 11

Marks: 1

Question 12

Marks: 1

Market research begins with:

Choose one answer.

- a. designing the research project.
- b. creating the data collection process.
- c. defining the objectives and research needs.
- d. presenting results.
- e. analyzing data.

Question 13

Marks: 1

Focus groups are often used to gather:

Choose one answer.

- a. reactions to new advertising messages.
- b. qualitative data about initial reaction to new products.
- c. All of these.
- d. opinions about competitive offerings.
- e. reactions to point-of-purchase displays.

Question 14

Question 15

Question 16

Marks: 1

Compared to offline surveys, web surveys benefit market researchers through all of the following EXCEPT:

Choose one answer.

- a. results can be processed and received quickly.
- b. improving question design.
- c. relatively high response rates.
- d. it is inexpensive.
- e. less lying by respondents.

Question 17

Marks: 1

In questionnaire design, a question such as "Marketing is the best part of the business program, isn't it?" suffers from the problem of a question:

Choose one answer.

- a. that steers respondents to a particular response.
- b. that is sensitive, that respondents are reluctant to answer.
- c. respondents cannot easily or accurately answer.
- d. that is complex and something respondents may be unfamiliar with.
- e. that asks two questions at once.

Question 18

Marks: 1

In questionnaire design, a question such as "When will the technology exist to allow humans to live on Mars" suffers from the problem of a question:

Choose one answer.

- a. that is complex and something respondents may be unfamiliar with.
- b. that asks two questions at once.

- c. that is sensitive, that respondents are reluctant to answer.
- d. that steers respondents to a particular response.
- e. that is one-sided, presenting only one side of an issue.

Question 19

Marks: 1

Almost every Internet marketer now has a \_\_\_\_\_, telling online consumers what will or will not be done with the information collected from them.

Choose one answer.

- a. primary data exclusion clause
- b. focus group summary
- c. privacy statement
- d. secondary data summary
- e. questionnaire information guide

Question 20

Marks: 1

Jalel is marketing manager for moderately well-known rock band. He wants to know more about industry trends including sales by different musical styles, online downloads, and concert attendance. Jalel will most likely use \_\_\_\_\_ to gather this type of data.

Choose one answer.

- a. surveys
- b. syndicated data
- c. observation
- d. sales invoices
- e. census data

Question 21

Marks: 1

Market research includes all of the following except:

Choose one answer.

- a. creating data
- b. collecting data
- c. interpreting data
- d. analyzing data
- e. recording data

Question 22

Marks: 1

J. D. Power and Associates is famous for its:

Choose one answer.

- a. General Social Survey.
- b. Infoscan.
- c. Yankelovich marketplace studies.
- d. Lifestyle Forum survey.
- e. automotive ratings.

Question 23

Marks: 1

Henri started his own platinum importing firm. He cannot afford a market research firm to identify potential business customers. Henri's best option, using a "shoestring budget," to research this problem would be:

Choose one answer.

- a. checking SEC filings.
- b. consulting Census data.
- c. asking the Chamber of Commerce for assistance.
- d. visiting competitor's Web sites.
- e. checking NAICS codes.

Question 24

Marks: 1

Data collection begins:

Choose one answer.

- a. after creating the presentation format.
- b. whenever the researcher wants to.
- c. after analyzing the data.
- d. after determining whether there are any objections.
- e. only after completing the research design process.

Question 25

## Chapter 06 Quiz

**Introduction:** You should answer this quiz after reading Chapter 6, which must be done before class. You have only one attempt. This quiz will count towards your mini-assignments/class contribution grade. This quiz also provides practice in answering exam-type MC and short answer questions. It is graded 1 mark per question.

#### Question 1

Marks: 1

In your first marketing class, your professor used many examples to show that you practice marketing on a daily basis and that you observe marketing throughout many different facets of life. She/he even shows you how marketing is not rocket science but fun and easy. The professor is hoping that you would use \_\_\_\_\_ to conclude marketing is an interesting subject and worthy of making it your career.

Choose one answer.

- a. cognitive learning
- b. cognitive dissonance
- c. perceptual adaptation
- d. selective learning
- e. behavioural learning

#### Question 2

Marks: 1

For marketers, negative attitudes are typically difficult to change because:

Choose one answer.

- a. attitudes shift consumers from limited to extended problem solving situations.
- b. most consumers' attitudes depend on prices.
- c. attitudes are learned and long lasting.
- d. consumers' attitudes are derived from the compensatory decision rule.
- e. consumers weigh performance risk against functional needs when assessing their attitudes.

#### Question 3

Marks: 1

Marketers know postpurchase dissonance is especially likely for products that are:

Choose one answer.

- a. simple, easily copied, and new.
- b. cheap, poorly made, and made of plastic.
- c. psychologically soothing, purchased impulsively, and part of a consumer's evoked set.
- d. personally valuable, antiques, or foreign-made.

- e. expensive, infrequently purchased, and associated with high levels of risk.

Question 4

Marks: 1

Apple computer users tend to like the company and its products. Apple has nurtured this \_\_\_\_\_ component of their customers' attitudes.

Choose one answer.

- a. affective
- b. social
- c. psychological
- d. cognitive
- e. physiological

Question 5

Marks: 1

Marketers are particularly interested in postpurchase behaviour because:

Choose one answer.

- a. involves both compensatory and noncompensatory consumers.
- b. it entails actual rather than potential customers.
- c. offers insights into ritual consumption.
- d. avoids social, situational conflicts.
- e. all of these.

Question 6

Marks: 1

In the book, *Blink*, the author argues people make judgments in just a few seconds, based on limited information, which are often as accurate as the results of detailed analysis. The author is describing the importance of consumers':

Choose one answer.

- a. postpurchase dissonance.
- b. attitudes.
- c. learning.
- d. cultural norms.
- e. perceptions.

Question 7

Marks: 1

A wellness spa that also has a lounge area for consumers to gather is most likely attempting to meet consumers' \_\_\_\_\_ needs.

Choose one answer.

- a. perceptual
- b. physiological
- c. psychological and affective
- d. safety and physiological
- e. social and personal needs

Question 8

Marks: 1

Learning refers to a change in a person's thought process or behaviour that arises from:

Choose one answer.

- a. attitudes.
- b. postpurchase dissonance.
- c. cultural norms.
- d. perceptions.
- e. experience.

Question 9

Marks: 1

Marketers fear negative word of mouth because when consumers are dissatisfied, they:

Choose one answer.

- a. usually engage in a lawsuit.
- b. all of these.
- c. are less likely to say something than when they are satisfied.
- d. often want to complain to many people.
- e. want to buy more of the product to prove they were correct in their criticism.

Question 10

Marks: 1

International marketers know or have learned from experience that colours and symbols have different meanings in different cultures. They recognize consumer's \_\_\_\_\_ are not always the same.

Choose one answer.

- a. factual norms
- b. postpurchase dissonance

- c. perceptions
- d. learning
- e. attitudes

Question 11

Marks: 1

For which of the following purchases would consumers most likely engage in complex buying behaviour?

Choose one answer.

- a. college courses.
- b. coffee to go.
- c. home buying.
- d. prescription drugs.
- e. choice of dinners from a menu.

Question 12

Marks: 1

A key to successful marketing is determining the correct balance of \_\_\_\_\_ needs that best appeals to the firm's target markets.

Choose one answer.

- a. postpurchase and prepurchase
- b. psychological and physiological
- c. safety and situational
- d. functional and psychological
- e. functional and social

Question 13

Marks: 1

How much time consumers spend searching for information depends on:

Choose one answer.

- a. actual or perceived risk.
- b. the perceived benefits versus perceived costs of searching.
- c. type of product or service.
- d. all of these.
- e. the locus of control.

Question 14

Marks: 1

A consumer's external social environment includes their:  
Choose one answer.

- a. functional and psychological needs.
- b. cognitive, affective, and behavioural environment.
- c. habitual buying behaviour.
- d. decision heuristics.
- e. family and reference groups.

Question 15

Marks: 1

Based on his evaluation of various types of imported cars and looking at car commercials, Raj feels that a Honda Civic car is sporty, reliable, and reasonably-priced and would like to buy this car for his girlfriend. What component of attitude is Raj displaying?

Choose one answer.

- a. cultural.
- b. affective.
- c. value.
- d. behavioural.
- e. cognitive.

Question 16

Marks: 1

Marketers frequently design customer relationship management (CRM) programs to:  
Choose one answer.

- a. retain loyal customers.
- b. capture ritual consumption spending.
- c. attract consumers who have safety needs.
- d. all of these.
- e. reinforce reference group referrals.

Question 17

Marks: 1

Many consumers correlate price with quality, thinking, the higher the price the better the quality. For these consumers, this is a:

Choose one answer.

- a. noncompensatory rule.

- b. social rule.
- c. compensatory rule.
- d. decision heuristic.
- e. situational factor rule.

Question 18

Marks: 1

Many teenagers, both male and female, have clothes they purchased in the past that they "would not be caught dead in" today. When they occasionally see those clothes hanging in the back of their closet, these teenagers probably feel:

Choose one answer.

- a. postpurchase dissonance.
- b. decision heuristics.
- c. cognitive referral.
- d. psychological risk.
- e. need recognition.

Question 19

Marks: 1

Many companies have found themselves subjects of I hate [company].com websites. These companies should:

Choose one answer.

- a. change their name to minimize the impact on their reputation.
- b. offer discounts to the webmasters of these sites.
- c. monitor them and address complaints immediately.
- d. ignore them.
- e. immediately seek a legal injunction against the sites.

Question 20

Marks: 1

By producing motorcycles that do more than get riders to their destination and back, Harley-Davidson is addressing consumers' \_\_\_\_\_ needs.

Choose one answer.

- a. postpurchase and prepurchase
- b. functional and social
- c. safety and situational
- d. psychological and physiological

- e. functional and psychological

## Chapter 07 Quiz

**Introduction:** You should answer this quiz after reading Chapter 7, which must be done before class. You have only one attempt. This quiz will count towards your mini-assignments/class contribution grade. This quiz also provides practice in answering exam-type MC and short answer questions.

### Question 1

Marks: 1

The Head of the RCMP is studying a proposal for the purchase of new software that will allow it to share information with all other law enforcement agencies in Canada and the USA. In terms of the buying center, the IT specialist within the RCMP who would evaluate the merits of the software compared to other would be described as \_\_\_\_\_ even though they are not police officers.

Choose one answer.

- a. influencers
- b. initiator
- c. buyers
- d. gatekeepers
- e. deciders

### Question 2

Marks: 1

In most large organizations, several people typically are responsible for making purchase decisions. This group of people are called the firm's:

Choose one answer.

- a. reselling team.
- b. expeditors.
- c. buying centre.
- d. decider group.
- e. derived demand cohort.

### Question 3

Marks: 1

If you or I order a Dell computer online, we will likely receive the computer in a series of shipments from different sources. Dell Internet purchasing software allows the company to save money by:

Choose one answer.

- a. spreading costs throughout the Internet.
- b. shifting the purchase situation from a straight rebuy to a new buy.
- c. meeting gatekeepers' demands.
- d. using an English auction to sell the order to the highest bidder.
- e. ordering components as needed.

Question 4

Marks: 1

Both the B2B and B2C buying processes begin with:

Choose one answer.

- a. order specification.
- b. central planning.
- c. postpurchase dissonance.
- d. need recognition.
- e. alternative evaluation.

Question 5

Marks: 1

Jackie is hired as a sales rep for a company that produces and sells steel used in building construction. Jackie is in \_\_\_\_\_ sales.

Choose one answer.

- a. B2B
- b. retail
- c. private equity
- d. institutional
- e. reselling

Question 6

Marks: 1

A \_\_\_\_\_ is a type of reseller, a business that buys from other businesses but does not significantly alter the form of the products they buy.

Choose one answer.

- a. factory

- b. consumer
- c. wholesaler
- d. producer
- e. manufacturer

Question 7

Marks: 1

During the RFP stage, B2B buyers:

Choose one answer.

- a. proceed to proposal vendor analysis.
- b. recognize proposal obstacles that the firm must comply with.
- c. revise need recognition through external sources.
- d. all of these.
- e. invite alternative suppliers to bid on supplying what is requested.

Question 8

Marks: 1

In a \_\_\_\_\_ situation, the buyer has purchased a similar product in the past but has decided to change some specifications.

Choose one answer.

- a. straight rebuy
- b. modified rebuy
- c. side by side
- d. all buy
- e. new buy

Question 9

Marks: 1

Business-to-business marketing refers to buying and selling goods or services by all of the following except:

Choose one answer.

- a. retailers.
- b. wholesalers.
- c. manufacturers.
- d. producers.
- e. consumers.

Question 10

Marks: 1

As a manufacturer's representative, Arlene sells products for a number of different firms. Before calling on new customers, Arlene is most likely to use the Internet to:

Choose one answer.

- a. check on order status.
- b. confer with her sales manager about prices.
- c. check on product availability.
- d. all of these.
- e. confer with her sales manager about discounts.

Question 11

Marks: 1

In B2B marketing, the \_\_\_\_\_ is an integral component of the transaction.

Choose one answer.

- a. competition
- b. advertising agency
- c. salesperson
- d. government
- e. final consumer

Question 12

Marks: 1

In most countries, \_\_\_\_\_ tends to be one of the largest purchasers of goods and services.

Choose one answer.

- a. NAICS
- b. the intelligence agency
- c. the central government
- d. importers
- e. consumer buying centre

Question 13

Marks: 1

A \_\_\_\_\_ in B2B marketing is similar to limited decision making in the B2C process.

Choose one answer.

- a. side by side

- b. straight rebuy
- c. all buy
- d. modified rebuy
- e. new buy

Question 14

Marks: 1

A \_\_\_\_\_ occurs when the purchasing agent buys additional units of products that have previously been purchased.

Choose one answer.

- a. straight rebuy
- b. all buy
- c. modified rebuy
- d. new buy
- e. side by side

Question 15

Marks: 1

In addition to buying centre and the organization's culture, the B2B buying process can also be influenced by:

Choose one answer.

- a. reseller's profit margin calculations.
- b. the buying situation.
- c. investor sentiment.
- d. regional social alliances.
- e. Maslow's hierarchy of needs.

Question 16

Marks: 1

In established businesses, a tremendous amount of B2B purchases are likely to fall in the \_\_\_\_\_ category.

Choose one answer.

- a. modified rebuy
- b. new buy
- c. initiator-determined
- d. straight rebuy

- e. reverse auction buy

Question 17

Marks: 1

In the text, differences between B2B markets and B2C markets are classified into four major categories. These are \_\_\_\_\_ characteristics:

Choose one answer.

- a. market, product, buying process, and marketing mix
- b. product, marketing mix, vendor, and buying process
- c. market, vendor, product, and marketing mix
- d. market, market size, product, and buying centre
- e. market, vendor, product, and buying process

Question 18

Marks: 1

As purchasing manager for Avalon Electronics, Carrie is required to submit a vendor performance analysis every three months. To meet this requirement, Carrie will likely:

Choose one answer.

- a. use a modified rebuy vendor form.
- b. interview vendors and seek their feedback.
- c. develop an RFP for vendor analysis.
- d. use a NAICS system classification to specify factors to be assessed.
- e. specify and weight performance factors and quantify results.

Question 19

Marks: 1

By dividing accounts into buying situation categories, Dell Computer and other companies can:

Choose one answer.

- a. avoid autocratic buying centre cultures.
- b. all of these.
- c. adjust the buying centres used in each buying situation.
- d. make more efficient use of marketing resources.
- e. give each potential customer the same amount of attention.

Question 20

Marks: 1

An organization's culture reflects the \_\_\_\_\_ that guide its employees' behaviour.

Choose one answer.

- a. B2B dynamics
- b. buying centre philosophy
- c. RFP process
- d. set of values, traditions, and customs
- e. derived set of influences

## Chapter 08 Quiz

**Introduction:** You should answer this quiz after reading Chapter 8, which must be done before class. You have only one attempt. This quiz will count towards your mini-assignments/class contribution grade. This quiz also provides practice in answering exam-type MC questions.

Question 1

Marks: 1

Adidas Group owns Reebok, Rockport, and Greg Norman brands. Having a variety of brands allows Adidas to:

Choose one answer.

- a. utilize geographic segmentation.
- b. use mass marketing techniques.
- c. generate economies of scale in advertising expenditures.
- d. obtain a bigger share of the shoe market.
- e. engage in targeted micromarketing for hard-to-fit shoe customers.

Question 2

Marks: 1

The VALS Framework is the most widely used \_\_\_\_\_ tool.

Choose one answer.

- a. psychographic
- b. self-actualization
- c. benefit
- d. geographic
- e. ideal point

Question 3

Marks: 1

Because marketing is all about creating value for customers, dividing the market based on \_\_\_\_\_ segmentation can be quite useful.

Choose one answer.

- a. ideal point
- b. geographic
- c. benefit
- d. psychographic
- e. self-actualization

Question 4

Marks: 1

One of the reasons marketers utilize loyalty segmentation is:

Choose one answer.

- a. rapid population increases.
- b. accounting difficulties associated with identifying new customers.
- c. the high cost of finding new customers.
- d. government tax incentives for loyalty.
- e. micromarketing no longer works.

Question 5

Marks: 1

Psychographics is the segmentation method that delves into how consumers:

Choose one answer.

- a. All of these.
- b. adjust to demographic changes.
- c. describe themselves.
- d. value their livelihoods.
- e. allocate scarce incomes on a variety of goods and services.

Question 6

Marks: 1

When Gillian asked her father for his advice about marketing software for the disabled, he told her, "the best product or service cannot have any impact if that market cannot be reached through persuasive communications and product distribution. If no such action exists, don't segment."

Gillian's father is expressing concern about the:

Choose one answer.

- a. simplicity and cost of assigning potential buyers to segments.

- b. similarity of needs of potential buyers within a segment.
- c. different needs of buyers among different segments.
- d. feasibility of marketing actions to reach the segment.
- e. potential size and profitability of the segment.

Question 7

Marks: 1

For a segmentation strategy to be successful, the customers in the segment must react similarly and positively to the firm's marketing mix. The market segment must be:

Choose one answer.

- a. responsive.
- b. substantial.
- c. identifiable.
- d. reachable.
- e. perceptive.

Question 8

Marks: 1

A marketing manager's job is to evaluate a segment's attractiveness, which of the following criteria would you suggest the marketing manager use?

Choose one answer.

- a. potential of a marketing action to reach a segment and the segment is profitable.
- b. differences of needs of buyers among segments.
- c. potential for increased profit and ROI.
- d. segments are identifiable, reachable, substantial and profitable, and reachable.
- e. simplicity and cost of assigning potential buyers to segments.

Question 9

Marks: 1

A university targeting students based on the benefit of getting a degree quickly and without interfering with the rest of the students' lives would emphasize:

Choose one answer.

- a. the great variety of classes offered.
- b. the higher average salaries earned by college graduates.
- c. All of these.
- d. providing classes at convenient times and asynchronous distance learning courses.

- e. discount pricing for students taking more than twelve credit hours.

Question 10

Marks: 1

If you have ever ordered a personal computer from Dell, you know the online software allows you to adjust the components and accessories based on your needs and desires. Dell and companies like it are engaged in:

Choose one answer.

- a. concentrated segmentation.
- b. benefit segmentation.
- c. mass customization.
- d. undifferentiated marketing.
- e. differentiated wholesaling.

Question 11

Marks: 1

Determining psychographic segments involves understanding consumers':

Choose one answer.

- a. gender, race, and religion.
- b. disposable personal income, benefit perceptions, and alternative egos.
- c. All of these.
- d. self-values, self-concept, and lifestyles.
- e. age, income, and education.

Question 12

Marks: 1

The fact that some consumers want conditioning shampoo, while others want oil reducing, natural, or affordable shampoos creates an opportunity for shampoo manufacturers to:

Choose one answer.

- a. engage in segmentation, targeting, and positioning.
- b. use undifferentiated segmentation marketing.
- c. avoid micromarketing mistakes.
- d. All of these.
- e. coordinate self-values, self-concepts, and lifestyles into a viable ideal point.

Question 13

Marks: 1

For each target market, General Imaging Corporation, a manufacturer of imaging equipment, will engage in positioning, adjusting their marketing mix variables in order to give customers: Choose one answer.

- a. a psychographic consultation based on value-enhanced manufacturing.
- b. a virtual perceptual map of the imaging landscape.
- c. a clear, distinctive, and desirable understanding of their products relative to competing products.
- d. better Medicaid and Medicare payments.
- e. a mass marketing dialogue based on one-to-one lifestyle customization.

Question 14

Marks: 1

Innovators, Thinkers, Achievers, and Experiencers are VALS classifications based on: Choose one answer.

- a. innovativeness.
- b. demographics.
- c. health.
- d. All of these.
- e. motivation.

Question 15

Marks: 1

PSYTE and PRIZMce divide and sort small geographic areas using 60 or more characteristics. These market research tools are powerful examples of \_\_\_\_\_ segmentation. Choose one answer.

- a. geodemographic
- b. psychographic
- c. geographic
- d. loyalty
- e. self-actualization

Question 16

Marks: 1

Chain stores often use \_\_\_\_\_ data to identify other locations with similar demographics and purchasing behaviour.

Choose one answer.

- a. geodemographic
- b. loyalty

- c. self-actualization
- d. geographic
- e. psychographic

Question 17

Marks: 1

Almost every political candidate uses a combination of red, white, and blue in their campaign posters. They are trying to position themselves in voters' minds using:

Choose one answer.

- a. All of these.
- b. symbols.
- c. value.
- d. the competition.
- e. product attributes.

Question 18

Marks: 1

Differences in weather and climate create opportunities for:

Choose one answer.

- a. psychographic segmentation.
- b. concentrated segmentation.
- c. geodemographic segmentation.
- d. benefit segmentation.
- e. geographic segmentation.

Question 19

Marks: 1

Marketers have found that \_\_\_\_\_ are often more useful for predicting consumer behaviour than \_\_\_\_\_

Choose one answer.

- a. benefit segmentation; undifferentiated segmentation.
- b. geodemographics; mass marketing.
- c. psychographics; demographics.
- d. demographics; loyalty segmentation.
- e. demographics; psychographics.

Question 20

Marks: 1

"Keeping up with the Jones" consumer behaviour is an example of \_\_\_\_\_ segmentation.

Choose one answer.

- a. loyalty
  - b. geodemographic
  - c. geographic
  - d. self-actualization
  - e. psychographic
- 
-