
1.

If a company has only one (1) product or service to market, which of the following is not a possible marketing strategy for this company?

Student Response	Value
A. Niche marketing	
B. Segment marketing	Suggested answer
<input checked="" type="checkbox"/> C. Product differentiation	
D. Target marketing	

2.

Post-purchase behaviour of consumers is important because:

Student Response	Value
<input checked="" type="checkbox"/> A. Studies have linked post-purchase satisfaction to repeat purchase behavior 100%	
B. Cognitive dissonance can be linked to the adoption of evaluative criteria that are easier for marketers to satisfy	
C. There is evidence that satisfied customers will be less influenced by personal sources of information during the purchase decision process	
D. Consumers tend to buy more frequently or in greater quantities when purchase decisions are lower in involvement	

3.

Which of the following is NOT a component of promotion under the 4 P's?

Student Response	Value
A. Personal selling	
B. Public relations	
C. Direct marketing	

<input checked="" type="checkbox"/> D. Packaging design	100%
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4.

A consumer's self-concept is important in the context of consumer behaviour because:

Student Response	Value
A. Motivation makes consumers more effortful in their personal purchase decision processes	
B. When attendees at a social event approve of a gift, the gift-giver gains in status	
<input checked="" type="checkbox"/> C. People tend to buy products and brands that reflect their ideal selves	100%
D. Consumer attitudes towards related groups of products strongly predict buying behavior	

5.

Which of the following is the best reason for a company to segment the market?

Student Response	Value
<input checked="" type="checkbox"/> A. They have limited resources that need to be spent effectively on those consumers who are most likely to purchase their product.	100%
B. They need to divide large geographic areas into more manageable regions for their marketing managers.	
C. They need to develop promotional programs that are most appropriate for the age group that they are targeting.	
D. They need to identify if they are focusing on a consumer market or a business market	

6.

Which of the following examples best illustrates experiential marketing?

Student Response	Value
<input checked="" type="checkbox"/> A. Mercedes Benz holds a picnic in London, Ontario and invites all customers who have purchased a vehicle in the previous 10 years to go and test-drive its new C class vehicles.	100%
B. Chrysler airs a commercial telling customers not to lower their standards but to have high expectations from Chrysler	
C. BMW pays a movie producer to use its 328 sedan as the car of choice of the main character.	
D. Mazda includes the term "zoom zoom" in all of its advertising to differentiate its cars and make them memorable in the minds of customers.	

7.

Which of the following four variables used for determining target market profiles is probably the most difficult for marketers to identify?

Student Response	Value
A. Behaviouristics	
<input checked="" type="checkbox"/> B. Psychographics	100%
C. Geographics	
D. Demographics	

8.

Which of the following is a primary or secondary goal of MOS 1021?

Student Response	Value
A. To make students job-ready for positions in marketing and/or human resources	
<input checked="" type="checkbox"/> B. To support informed decision-making by students in MOS as they progress through their undergraduate years and make program and course choices	100%
C. Develop expertise in the practice of consumer behavior and	

human resource management
D. Help students expand their vocabulary through the use of examples from the text and lectures

9.

The video of Hans Rosling that we watched in class made which of the following arguments:

Student Response	Value
A. Low-quality data means we cannot rely on the results of studies in social science	
<input checked="" type="checkbox"/> B. Exploring trends in data over time can yield useful and novel insights	100%
C. Food supply increases linearly, and population geometrically, so poverty is inevitable	
D. The solution to world poverty is foreign direct investment in the least developed nations	

10.

A sportswear manufacturer sells different shirts for recreational and competitive athletes. This is an example of:

Student Response	Value
A. Lifecycle segmentation	
<input checked="" type="checkbox"/> B. Niche marketing	
C. Behavioural segmentation	Suggested answer
D. Income segmentation	

1.

A nylon jacket costs \$10 to manufacture, and its breakeven retail selling price is 150% of this cost. If fixed costs to manufacture the product are \$1000, how many units did the marketing manager responsible for the product expect to sell?

Student Response	Value
A. 1200	
B. Impossible to say	
<input checked="" type="checkbox"/> C. 200	100%
D. 240	

2.

Which of the following examples best corresponds to loss-leader pricing:

Student Response	Value
A. An exclusive department store raises prices to attract wealthy customers	
B. A manufacturer sells large quantities of product cheaply in a foreign country, using unauthorized channels of distribution that result in substantial product loss	
<input checked="" type="checkbox"/> C. A drug store advertises sale prices of a popular consumer product 100% at below cost levels	
D. A car dealership cuts prices on its best-selling vehicle for a limited time	

3.

Major direct causes of noise in the communications process mentioned in Kerin include:

Student Response	Value
A. fields of experience, decisional biases, selective perception	
<input checked="" type="checkbox"/> B. advertising clutter and simple errors	100%
C. Environmental noise, distraction, inattention	
D. Receiver attitudes, values, and beliefs	

4.

The integrated marketing communications approach is based on the idea that:

Student Response	Value
<input checked="" type="checkbox"/> A. the target market is fragmented by the different types of media that can deliver product information	100%
B. the internet is the most effective individual media tool to use when the goal is to maximize profit and minimize ethical concerns.	
C. the strategies of for-profit and not-for-profit organizations are using similar approaches to marketing campaigns and customer loyalty programs	
D. the target market is composed of individuals who prefer to use the internet for entertainment and information gathering	

5.

Which of the following is not true about a marketing channel?

Student Response	Value
A. It is composed of intermediaries, such as wholesalers	
B. It make possible the flow of goods from a producer to a buyer	
C. It consists of individuals involved in the process of making a product available	
<input checked="" type="checkbox"/> D. It can only serve one function: transactional, logistical, or facilitating	100%

6.

Which of the following statements corresponds to known strengths and weaknesses of promotional tools:

Student Response	Value
A. Advertising is often the most credible source in consumers' minds	
B. Sales promotion is effective at changing behaviour in the long run	
<input checked="" type="checkbox"/> C. Sales promotion is vulnerable to misredemption	100%
D. Direct response is possible in the absence of consumer data	

7.

Minimizing costs within the sub-system while delivering appropriate customer service is a general objective of which of the following components of a marketing system?

Student Response	Value
<input checked="" type="checkbox"/> A. logistics management in a supply chain	100%
B. multichannel marketing of product lines within a family brand	
C. socially responsible marketing in the not-for-profit sector	
D. integrated marketing communications	

8.

A retailer advertises that you can buy a second pair of shoes for half price if you buy one pair at the regular price. You need two pairs of boots this winter so you decide to take advantage of this limited time offer. What you may not know is that the retailer raised all of their prices immediately before this "special offer" began. This is an example of:

Student Response	Value
A. attempting to reach the break-even point	
B. price-setting based on market principles	
C. pricing strategy based on costs plus markup	
<input checked="" type="checkbox"/> D. an illegal practice in Canada	100%

9.

Which of the following is not a direct benefit a consumer derives from intermediaries?

Student Response	Value
A. making a purchase possible through a small, on-demand loan	
<input checked="" type="checkbox"/> B. having a product stored in a warehouse close to the manufacturer	100%
C. receiving necessary information to make an informed decision	
D. having what you want (i.e. the product) when you want it	

10.

What is the most common pricing method used for business products?

Student Response	Value
A. Standard Markup Pricing	
<input checked="" type="checkbox"/> B. Cost-Plus Pricing	100%
C. Yield Management Pricing	

D. Target Return-on-Investment Pricing

1.

Which of the following is NOT a type of issue that the Competition Bureau rules on?

Student Response	Value
A. Ensuring truth in advertising	
B. Investigating cartels	
<input checked="" type="checkbox"/> C. Setting broadcast standards	100%
D. Preventing abuses of market power	

4.

When marketers position their products, what are they aiming to accomplish?

Student Response	Value
A. They want to develop a service that is aligned with their products and supported by the marketing mix.	
B. They want to show the customer that their products are the best quality available in the market.	
<input checked="" type="checkbox"/> C. They want to best meet the needs of their target consumers.	100%
D. They want to offer products that are priced as efficiently as possible.	

5.

Which of the following is NOT true about a marketing environmental scan?

Student Response	Value
A. Its implications include both threats and opportunities for the organization conducting the scan.	
<input checked="" type="checkbox"/> B. It is an annual exercise that is part of the marketing planning process.	100%
C. It incorporates multiple sources of data that can be linked to various social science disciplines.	

D. It helps ensure that products, services, and ideas marketed by a company are relevant and meaningful.

6.

Segment marketing:

Student Response	Value
<input checked="" type="checkbox"/> A. Involves serving a particular group at a very high level	0%
B. Is not relevant in business-to-business markets	
C. Uses technology to serve at the level of individual customers within a market	
D. Is based on appealing to different demographic and psychographic groups	Suggested answer

7.

Which of the following statements does NOT refer to a positioning map?

Student Response	Value
A. The map can visually represent categories within a market or product/brand offerings within a specific segment, from a potential customer's perspective.	
B. The map must clearly identify the four most important attributes that drive purchases in a category.	100%
<input checked="" type="checkbox"/> C. Price is usually a less important variable used by consumers once other variables have been identified.	
D. The map may reveal opportunities to launch new product offerings in the market.	

8.

The evoked set refers to:

Student Response	Value
A. A cluster of related products typically marketed in bundles in retail outlets	
<input checked="" type="checkbox"/> B. A group of brands considered acceptable to a consumer evaluating alternatives	100%
C. A set of substitutable products in a category that consumers provide under free recall	

D. Memories that consumers recall during promotional messages, such as commercials

9.

Which of the following is not described in the text as a key indicator of a country's economic standing?

Student Response	Value
A. Inflation rate	
<input checked="" type="checkbox"/> B. Individual discretionary income	100%
C. Economic growth	
D. Unemployment rate	

Quiz 1

Quiz 2

10.

An important difference between a marketing channel and a supply chain is:

Student Response	Value
A. the marketing channel for consumer products tends to include more intermediaries than a business-to-business channel	
B. supply chains include customers, consumers, employees, and other stakeholders	
C. the marketing channel for a car assembly plant includes companies that manufacture car parts	
<input checked="" type="checkbox"/> D. a supply chain includes a marketing channel plus a supplier network	100%

11.

Cali is shopping for a new cell phone. She is aware of various brands of phones, and hold clear preferences. Cell phones are an example of

Student Response	Value
A. Personal product	
B. Convenience product	
<input checked="" type="checkbox"/> C. Shopping product	100%
D. Specialty product	

To ensure you have the right brand name to fit the personality of your product, marketers should use a name that:

Student Response	Value
A. is hard for consumers to spell or pronounce, making it more memorable	
B. corresponds to the product and what it represents	100%
C. reminds consumers of competing products, to promote stimulus discrimination	
<input checked="" type="checkbox"/> D. is generic enough that consumers will easily understand the meaning of the name	

According to the Kerin text, what is the general objective of logistics management in a supply chain?

Student Response	Value
A. maximize the benefits that the customer receives	
B. minimize holding costs associated with maintaining inventory on hand	
C. maximize the dependability of replenishment without costly communication	
<input checked="" type="checkbox"/> D. minimize costs while delivering appropriate customer service	100%

Product lines may include:

Student Response	Value
A. a collection of house or manufacturer-branded items that are displayed together in retail outlets	

B. bundles of products and services that are sold together for a single price	
<input checked="" type="checkbox"/> C. a group of products sold under a common product and brand name	100%
D. assortments of similar products that are packaged and promoted as a set	

Which of the following statements about private label and manufacturer's brands is most accurate:

Student Response	Value
A. generic brands are more likely to copy a manufacturer's family brand than individual brands	
<input checked="" type="checkbox"/> B. private label brands have lower production costs and can compete directly with manufacturer's brands	100%
C. a generic brand clearly communicates product benefits and is more recognizable than manufacturer and private label brands	
D. private label products are more exclusive and typically sold within a more limited geographical region	

Product x costs \$10 to manufacture, and its breakeven retail selling price is 120% of this cost. If fixed costs to manufacture the product are \$2400, how many units did the marketing manager responsible for the product expect to sell?

Student Response	Value
A. 1200	100%
B. Impossible to say	
<input checked="" type="checkbox"/> C. 200	
D. 240	

Which of the following examples best illustrates the concept of "vampire creativity"?

Student Response	Value
A. a trailer for a film about a vampire family living in suburban Toronto	
<input checked="" type="checkbox"/> B. the poster from the UWO notice board shown in class	
C. a television commercial featuring talking animals in unusual situations	
D. print ad copy that relies on violent imagery to capture attention	Suggested answer

Marketing research is difficult. One of the difficulties is the problem of equivocal data, which refers to:

Student Response	Value
<input checked="" type="checkbox"/> A. Data that is hard to interpret	100%
B. Data that is low in quality	
C. Data that comes from multiple sources	
D. Data that comes from hard-to-find groups	

A market is:

Student Response	Value
A. A specific group of customers targeted by marketing efforts	
B. A cluster of people who tend to shop for specific brands and in the same locations	
C. Members of a specific demographic group with common interests	
<input checked="" type="checkbox"/> D. A group of potential consumers who are willing and able to buy a product	100%

Which of the following type of group is not a form of reference group?

Student Response	Value
A. Dissociative	
B. Aspiration	
C. Membership	
<input checked="" type="checkbox"/> D. Anticipatory	100%

Which of the following is NOT true about a marketing environmental scan?

Student Response	Value
<input checked="" type="checkbox"/> A. It is an annual exercise that is part of the marketing planning process.	100%
B. It incorporates multiple sources of data that can be linked to various social science disciplines.	
C. It helps ensure that products, services, and ideas marketed by a company are relevant and meaningful.	
D. Its implications include both threats and opportunities for the organization conducting the scan.	

Under the customer value concept, which of the following is a benefit received by a targeted buyer?

Student Response	Value
A. Status	
B. Validity	
<input checked="" type="checkbox"/> C. Quality	100%
D. Utility	

Under the total product concept:

Student Response	Value
<input checked="" type="checkbox"/> A. The actual product includes branding	100%
B. Magazines and gum are simple products that include the three layers described in the concept	
C. Individual personal services, like hairdressing, are typically not branded	
D. There is always an augmented layer to the product or service offered	

Which of the following pricing strategies are opposites?

Student Response	Value
A. Standard mark-up and cost-plus pricing	
B. Cost-plus and wholesale	
<input checked="" type="checkbox"/> C. Skimming and Penetration	100%
D. Prestige and Target	

You set up a new unique business selling mini frogs in small plastic bowls, which you think will be a good idea for boys under the age of 15 years, and you do not think there are any other competitors. If you can accurately estimate the number you will sell, which pricing strategy is best?

Student Response	Value
A. Cost-Plus Pricing	
<input checked="" type="checkbox"/> B. Target Profit Pricing	100%
C. Yield Management Pricing	
D. Target Return-on-Sales Pricing	

According to Kerin, Chapter 7, Canadian marketers are focused on which of the following 3 newly emerging areas:

Student Response	Value
A. demographic shifts favouring young consumers; diverse communication strategies; communicating mobile technologies	
B. financial relevance of products; demographic shifts favouring electronic media; green technology	
<input checked="" type="checkbox"/> C. green technology; multiculturalism; impact of technology	100%
D. green conservation; bilingualism; economic uncertainty	

A direct channel is likely to be used for business goods and services when:

Student Response	Value
A. Producers do not employ their own sales force	
B. Consumers make high-involvement decisions within the product category	
C. Producers and target markets are dispersed geographically	
<input checked="" type="checkbox"/> D. Buyers are large and well-defined	100%

If Apple decides to price the new iPhone 4S at \$999 for the first 4 months it is initially made available in Canada, what strategy are they using?

Student Response	Value
A. Penetration	
B. Skimming and Penetration	
C. Skimming	
<input checked="" type="checkbox"/> D. Skimming and Odd-Even Pricing	100%

2.

A sportswear manufacturer sells different shirts for recreational and competitive athletes. This is an example of:

Student Response	Value
A. Lifecycle segmentation	
B. Niche marketing	
C. Income segmentation	
<input checked="" type="checkbox"/> D. Behavioural segmentation	100%

*3.

A man sells his prized possession, an antique sports car, to raise funds to help pay for his daughter's wedding. His daughter in turn gives the man a new television, so that he can watch his favourite sporting events in the comfort of his home. This represents an example of:

Student Response	Value
A. Psychographic segmentation	
<input checked="" type="checkbox"/> B. Contextual influences on consumer purchase processes	
C. The socio-cultural trend of "cocooning"	Suggested answer
D. Post-purchase psychological tension or cognitive dissonance	

6.

Which of the following statements does NOT refer to a positioning map?

Student Response	Value
<input checked="" type="checkbox"/> A. The map must clearly identify the four most important attributes that drive purchases in a category.	100%
B. The map may reveal opportunities to launch new product offerings in the market.	
C. The map can visually represent categories within a market or product/brand offerings within a specific segment, from a potential customer's perspective.	

D. Price is usually a less important variable used by consumers once other variables have been identified.

2.

To ensure you have the right brand name to fit the personality of your product, marketers should use a name that:

Student Response	Value
A. is generic enough that consumers will easily understand the meaning of the name	
<input checked="" type="checkbox"/> B. corresponds to the product and what it represents	100%
C. is hard for consumers to spell or pronounce, making it more memorable	
D. reminds consumers of competing products, to promote stimulus discrimination	

3.

Niche marketing:

Student Response	Value
<input checked="" type="checkbox"/> A. Allows a company to focus its efforts on a limited segment	100%
B. Describes a broad category of which market segmentation is a part	
C. Involves marketing a product to the entire market	
D. Uses technology to serve individual customers within a market	

4.

Which of the following is a type of reference group?

Student Response	Value
A. Historic	
B. Personal	

<input checked="" type="checkbox"/> C. Aspiration	100%
D. Anticipatory	

6.

What are the marketing implications of ethnic diversity in Canada?

Student Response	Value
A. They are negligible, based on the small contribution of immigration to population growth in Canada from 2001-2006.	
<input checked="" type="checkbox"/> B. Opportunities exist for marketers to customize products to a specific ethnic group, and to introduce new ethnic products into the mainstream.	100%
C. Marketers must concentrate more on places like Saint John, New Brunswick and Saguenay, Quebec to identify new opportunities and consumer trends.	
D. Growth in world markets will increasingly provide opportunities for Canadian companies to expand.	

8.

A target market is:

Student Response	Value
A. A group of potential consumers who are willing and able to buy a product	
<input checked="" type="checkbox"/> B. A specific group at whom a company directs its marketing efforts	100%
C. A cluster of people who tend to shop for specific brands and in the same locations	
D. Analogous with a niche market	

10

If a company has only one (1) product or service to market, which of the following is not a possible marketing strategy for this company?

Student Response	Value
A. Segment marketing	Suggested answer
<input checked="" type="checkbox"/> B. Product differentiation	
C. Target marketing	
D. Niche marketing	

2.

To pay your way through university, you and 3 friends decide to open a sandwich shop. Your goal is to compete with an existing restaurant, which is staffed by 2 persons and does a thriving business selling sandwiches to university students wanting good food after a late night of studying. You expect that your team of 4 can serve customers faster, with shorter operating hours. However, after 3 months you realize that your profits are being spent on wages that must be paid even if there are no customers to serve. This element of service is referred to as:

Student Response	Value
A. inventory of services	
B. inseparability of goods and services	
<input checked="" type="checkbox"/> C. idle production capacity	100%
D. service product continuum	

4.

Which of the following is an example of a direct channel?

Student Response	Value
A. a consumer phones her spouse to stop by the grocery store to buy eggs	
<input checked="" type="checkbox"/> B. a consumer visits the manufacturer's website to purchase a product	100%
C. a consumer goes to a retail store to purchase a product	
D. a consumer drives to the supermarket to purchase milk	

9.

Fees paid in addition to list prices for car tires and batteries in some Canadian provinces are best described as:

Student Response	Value
A. licensing fees	
B. margins	
<input checked="" type="checkbox"/> C. surcharges	100%
D. price differentials	

10.

The integrated marketing communications approach is based on the idea that:

Student Response	Value
A. the internet is the most effective individual media tool to use when the goal is to maximize profit and minimize ethical concerns.	
B. the strategies of for-profit and not-for-profit organizations are using similar approaches to marketing campaigns and customer loyalty programs	
C. the target market is composed of individuals who prefer to use the internet for entertainment and information gathering	
<input checked="" type="checkbox"/> D. the target market is fragmented by the different types of media that can deliver product information	100%

4.

If a company has only one (1) product or service to market, which of the following is not a possible marketing strategy for this company?

Student Response	Value
A. Niche marketing	
B. Target marketing	
C. Product differentiation	
<input checked="" type="checkbox"/> D. Segment marketing	100%

7. Imagine a person is offered a 50% chance at a \$1500 prize and they accept. If we have to pay them more than \$750 to get this person to give up their chance at this gamble, then they could be described as:

Student Response	Value
A. Risk averse	
<input checked="" type="checkbox"/> B. Risk seeking	100%
C. Risk tolerant	
D. Risk neutral	

10.

A competitive marketing strategy considers how consumers make choices between alternate products, and how competition in their industry works. Economists have identified four basic types of industry competition. Of these, one is very sensitive to the marketing mix (a), and one is carefully monitored in Canada (b). According to Kerin, these two types are called:

Student Response	Value
A. indirect (a) and oligopoly (b)	
B. monopolistic (a) and oligopoly (b)	
<input checked="" type="checkbox"/> C. monopolistic (a) and monopoly (b)	100%
D. direct (a) and perfect (b)	

6.

What is one reason that companies might pursue backward integration?

Student Response	Value
A. to implement multichannel marketing	
<input checked="" type="checkbox"/> B. to gain greater control over supply sources	100%
C. to have a choice of the pricing strategy	
D. to develop greater brand loyalty	

7.

A nylon jacket costs \$10 to manufacture, and its breakeven retail selling price is

150% of this cost. If fixed costs to manufacture the product are \$1000, how many units did the marketing manager responsible for the product expect to sell?

Student Response	Value
A. Impossible to say	
B. 240	
<input checked="" type="checkbox"/> C. 200	100%
D. 1200	

4.

When marketers position their products, what are they aiming to accomplish?

Student Response	Value
A. They want to develop a service that is aligned with their products and supported by the marketing mix.	
B. They want to best meet the needs of their target consumers. Suggested answer	
C. They want to show the customer that their products are the best quality available in the market.	
<input checked="" type="checkbox"/> D. They want to offer products that are priced as efficiently as possible.	

10.

Which of the following is **NOT** among the primary and secondary goals of MOS 1021?

Student Response	Value
A. To support informed decision-making by students in MOS as they progress through their undergraduate years and make program and course choices	
B. Introduce students to studies in management and organization	
C. Help students adjust to study at the university level, in a lecture-based setting	
<input checked="" type="checkbox"/> D. Develop expertise in the practice of consumer behavior and human resource management	100%

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