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## 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

Marks: 1

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

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

### Question 2

Marks: 1

Most people think of marketing as a way for a firm to:  
Choose one answer.

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

### Question 3

Marks: 1

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

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

Question 4

Marks: 1

Marketing includes offering:

Choose one answer.

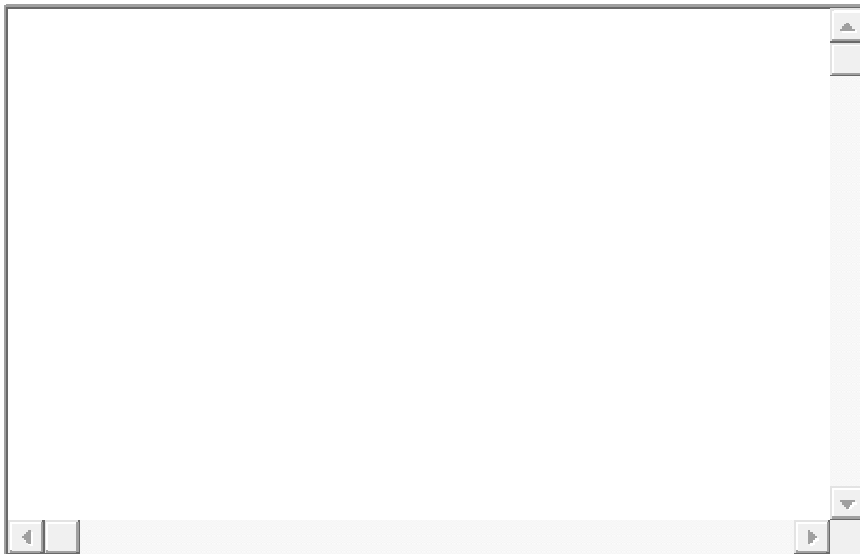
- a. None of these.
- b. ideas.
- c. services.
- d. combinations of products, services, and ideas.
- e. products.

Question 5

Marks: 1

"Everything has a price, though it doesn't always have to be monetary." What else is included in a price?

Answer:

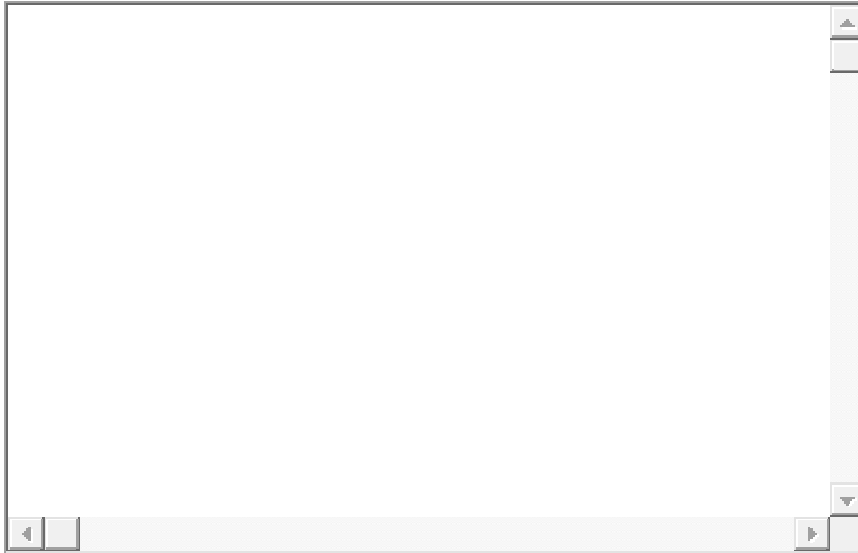


Question 6

Marks: 1

Basically, there are two ways to improve value. What are they?

Answer:



Question 7

Marks: 1

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

Choose one answer.

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

Question 8

Marks: 1

Which of the following activities does NOT involve marketing?

Choose one answer.

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

Question 9

Marks: 1

When assessing customer value, what must a marketer always remember?

Answer:

Question 10

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

Question 11

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. sharing information across their organization.
- b. building relationships with customers.
- c. None of these.
- d. evaluating strategic competitive partnerships.

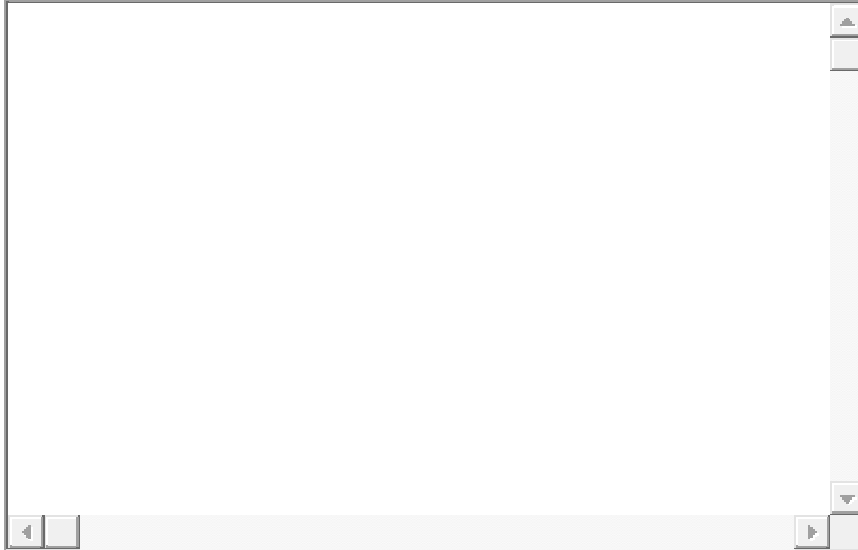
- e. balancing their customers' benefits and costs.

Question 12

Marks: 1

Over the four marketing eras, how did the emphasis on the 4Ps change? List the four eras and describe which of the 4Ps were emphasized during that era.

Answer:



Question 13

Marks: 1

The goal of customer relationship management is to:

Choose one answer.

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

Question 14

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 re-build 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. advising production on how much product to make.
- b. being an order taker.
- c. engaging customers and developing long-term relationships.

- d. alerting the logistics department when to ship products.
- e. synthesizing and interpreting sales, accounting, and customer-profile data.

Question 15

Marks: 1

eBay revolutionized buyer-seller marketing primarily by:

Choose one answer.

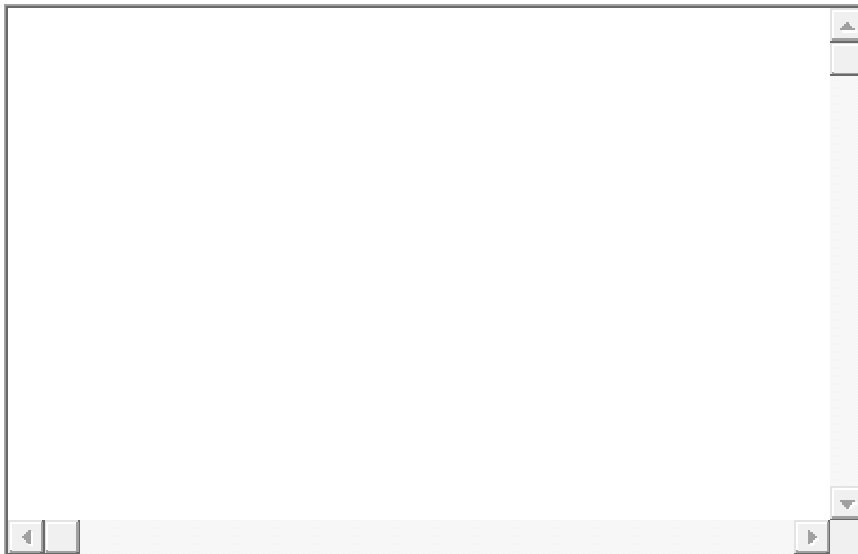
- a. breaking down geographical boundaries in defining markets.
- b. reducing the number of firms competing for consumer expenditures.
- c. allowing seller's to avoid state sales taxes.
- d. instituting the Dutch auction system.
- e. shifting market emphasis from a consumer orientation to a producer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

Question 16

Marks: 1

The text says, "Good marketing is not a random activity." What does this mean?

Answer:



Question 17

Marks: 1

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

Choose one answer.

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

- e. C2C

Question 18

Marks: 1

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

Choose one answer.

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

Question 19

Marks: 1

A relational orientation is based on the philosophy that buyers and sellers develop:

Choose one answer.

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

Question 20

Marks: 1

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

Choose one answer.

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

Question 21

Marks: 1

Marketers have found that a good value:

Choose one answer.

- a. does not have to be cheap.
- b. is created by higher prices.

- c. must be promoted more heavily than competing products.
- d. must always be low-priced.
- e. usually meets resistance in the supply chain.

Question 22

Marks: 1

Marketing involves all of the following EXCEPT:

Choose one answer.

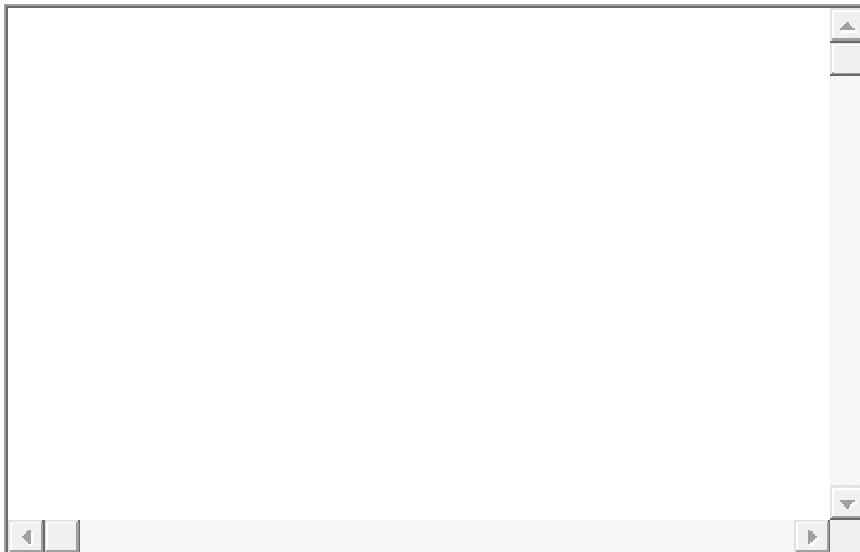
- a. satisfying customer needs and wants.
- b. efforts by individuals and organizations.
- c. exchange.
- d. creating value.
- e. production scheduling.

Question 23

Marks: 1

Why do marketers have to constantly re-evaluate their value propositions?

Answer:



Question 24

Marks: 1

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

Choose one answer.

- a. need
- b. benefit
- c. want

- d. drive
- e. exchange

Question 25

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

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## Chapter 02 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 and short answer questions.

Question 1

Marks: 1

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

Choose one answer.

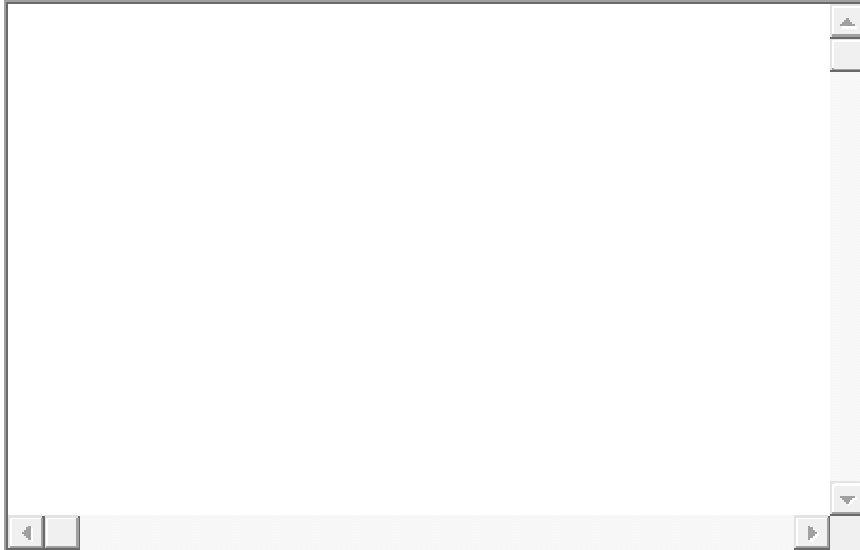
- a. can sustain.
- b. position.
- c. will value.
- d. can be manipulated into buying.
- e. can afford.

Question 2

Marks: 1

Firms periodically conduct SWOT analysis. Why?

Answer:



### Question 3

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. family constellation.
- c. income.
- d. age.
- e. gender.

### Question 4

Marks: 1

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

Choose one answer.

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

### Question 5

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

Question 6

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. markets a set of related products to a clearly defined group of customers.
- d. directs overall marketing strategy for the firm.
- e. also has a comparable non-business unit.

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

Question 8

Marks: 1

A mission statement describes a firm's tactical mission.

Answer:

- True  False

Question 9

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

Question 10

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

Question 11

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. market segment
- c. promotional service
- d. SBU
- e. STP

Question 12

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. competitor-based
- d. cost-based

- e. management-based

Question 13

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

Question 14

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

Question 15

Marks: 1

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

Choose one answer.

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

Question 16

Marks: 1

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

Choose one answer.

- a. Quantity discount incentives

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

Question 17

Marks: 1

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

Answer:

- True  False

Question 18

Marks: 1

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

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

Question 19

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.

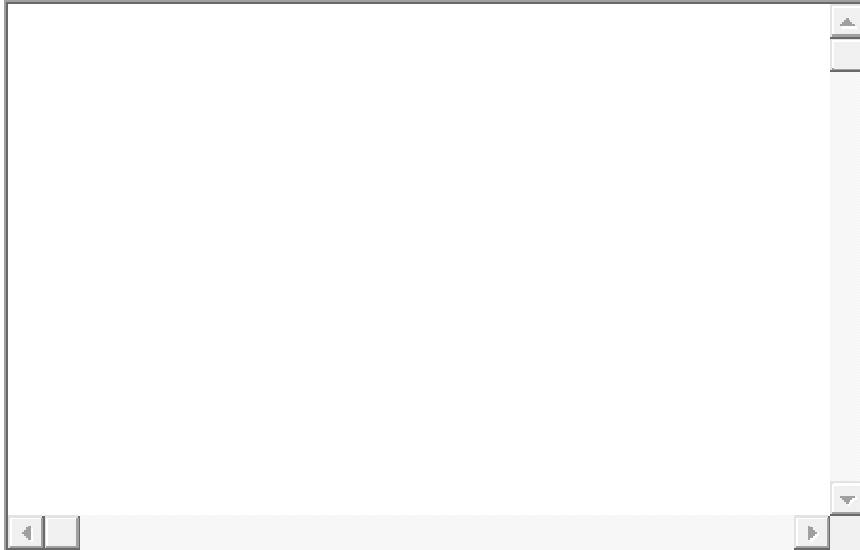
- a. situation analysis
- b. evaluate performance
- c. identifying and evaluating opportunities
- d. define the business mission
- e. implement marketing mix and resources

Question 20

Marks: 1

WestJet is known for being the low-cost provider in the Canadian airline industry. What type of macro strategy have they pursued?

Answer:



Question 21

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

Question 22

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. product development
- d. diversification
- e. market development

Question 23

Marks: 1

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

Choose one answer.

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

Question 24

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

Question 25

Marks: 1

In value-based marketing, promotion communicates the:

Choose one answer.

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

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## Chapter 04 Quiz Copy

**Introduction:** You should answer this quiz after reading Chapter 4, 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

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

Choose one answer.

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

Question 2

Marks: 1

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

Choose one answer.

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

Question 3

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

Question 4

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 Z.
- b. generation Y.

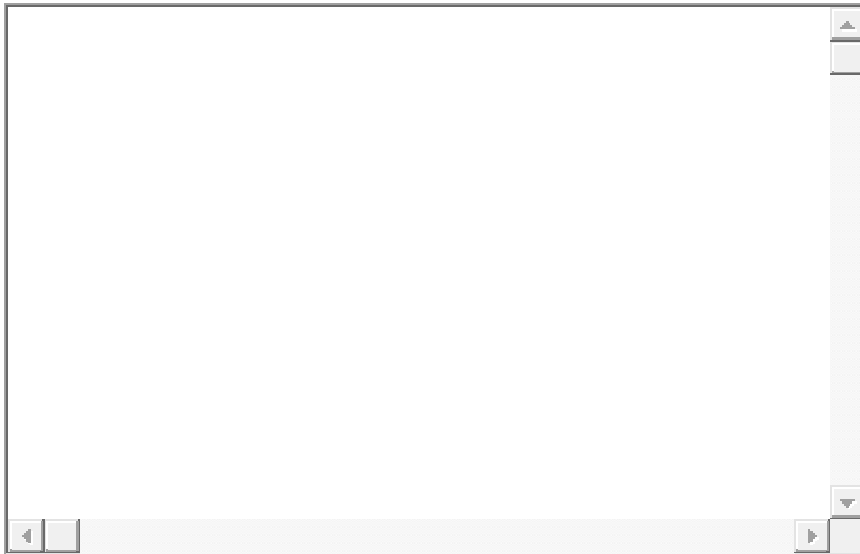
- c. baby boomers.
- d. seniors.
- e. generation X.

Question 5

Marks: 1

Harold wants to open a coffee shop/music venue near the university in his home town. He knows he needs to collect information about existing and potential competitors competitive intelligence. What information will Harold seek and how will he likely seek competitive intelligence?

Answer:



Question 6

Marks: 1

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

Choose one answer.

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

Question 7

Marks: 1

Marketers are quite aware of the relationship among:

Choose one answer.

- a. Tweens, Beans, and Twinkies.

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

Question 8

Marks: 1

Every year Pam reassesses the economic situation in the target markets her company serves. What factors will Pam likely assess?

Answer:



Question 9

Marks: 1

A firm's macroenvironment includes all of the following EXCEPT:  
Choose one answer.

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

Question 10

Marks: 1

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

Choose one answer.

- a. protection from false advertising.

- b. fair debt collection practices.
- c. All of these.
- d. higher prices.
- e. increased choices.

Question 11

Marks: 1

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

Choose one answer.

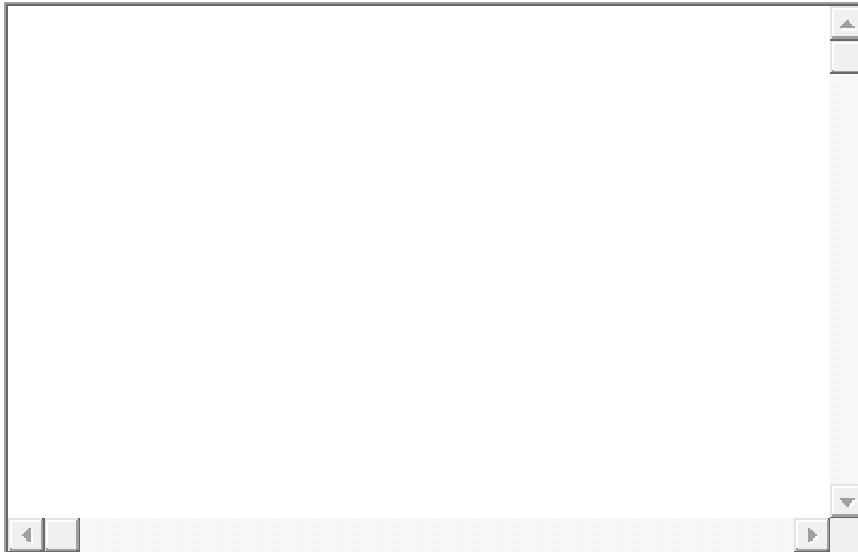
- a. regional regression analysis
- b. competitive intelligence
- c. demographic data
- d. macroeconomic variable analysis
- e. intuitive diagnostics

Question 12

Marks: 1

How can marketers identify potential opportunities?

Answer:

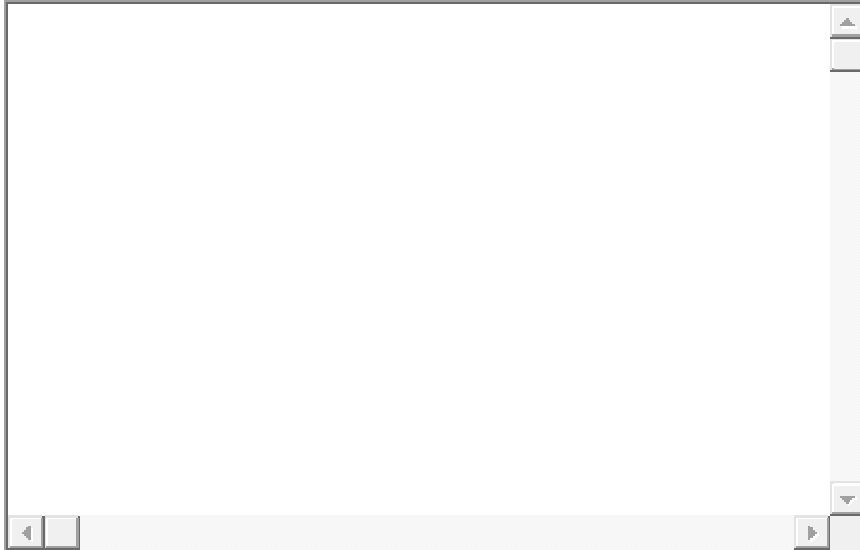


Question 13

Marks: 1

Baby Boomers represent a tremendous opportunity for today's marketing students. Who are the Baby Boomers? What are they likely to want?

Answer:



Question 14

Marks: 1

Which of the following statements concerning technological advances is true?

Choose one answer.

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

Question 15

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

Question 16

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

Question 17

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

Question 18

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

Question 19

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. making their products available whenever and wherever consumers want them.
- b. increasing their budgets for traditional advertising outlets like television and radio.

- c. adjusting the macroenvironmental factors to meet the changing marketing mix requirements.
- d. focusing only on those demographic cohorts that have time to relax.
- e. outsourcing marketing communications to global production facilities.

Question 20

Marks: 1

Competitive intelligence activities are likely to include any of the following EXCEPT:  
Choose one answer.

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

Question 21

Marks: 1

By offering environmentally responsible products, green marketers:  
Choose one answer.

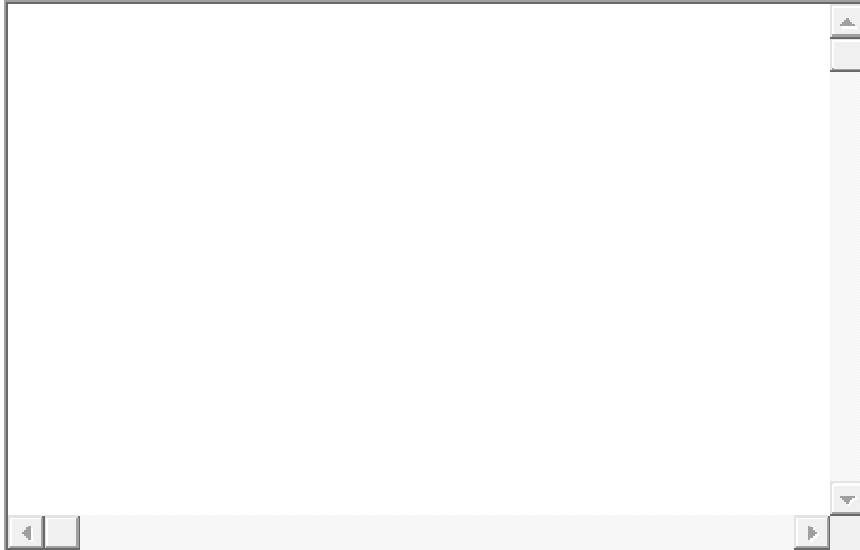
- a. promote green ahead of blue or red.
- b. gain access to government supply contracts not available to environmentally irresponsible producers.
- c. generate internal macroeconomic maximization.
- d. add value that other products do not have.
- e. undercut prices of non-environmentally responsible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

Question 22

Marks: 1

Isaac is the marketing manager for Sunrise City, an age 55 and older residential development. He knows his target audience is the fastest-growing group of Canadians, Seniors. In developing his marketing strategy, what characteristics of this generational cohort will Isaac have to consider?

Answer:



Question 23

Marks: 1

Typical demographic data include:

Choose one answer.

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

Question 24

Marks: 1

Visible nuances of a country's culture include:

Choose one answer.

- a. language differences.
- b. symbols.
- c. All of these.
- d. dress.
- e. ceremonies.

Question 25

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

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## Chapter 05 Quiz

**Introduction:** You should answer this quiz after reading Chapter 5, 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

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

Choose one answer.

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

### Question 2

Marks: 1

Each of the following questions is an example of a poorly designed research and objective. What is the problem with each question?

- What percentage of Chinese consumers prefers products made in Canada?
- The manager of a company selling baby products asks you to conduct research into the question of, "Is life expectancy getting longer in Saudi Arabia?"
- "What percentage of people in Prince Edward Island has an income greater than \$100,000?"

Answer:

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Question 3

Marks: 1

Chesnee is analyzing Census data, looking for geodemographic segments that she can target for her new insurance products. For Chesnee, what are the advantages of using Census data?

Answer:

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Question 4

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. syndicated data
- b. data mining

- c. linear regression analysis
- d. data warehousing
- e. hypothesis testing

Question 5

Marks: 1

Market research begins with:

Choose one answer.

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

Question 6

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

Question 7

Marks: 1

Market research includes all of the following except:

Choose one answer.

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

Question 8

Marks: 1

Conclusive research:

Choose one answer.

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

Question 9

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

Question 10

Marks: 1

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

Choose one answer.

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

Question 11

Marks: 1

Consider the following situation. Gordon has been told to retrieve past sales data from the company records and analyze the impact of end-of-the-year pricing discounts on sales volume. His manager says, "We are going to continue the discounts but want to confirm this is good for our bottom line." What market research problems does Gordon face before he starts the research?

Answer:

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Question 12

Marks: 1

How can developing a questionnaire be part art and part science?

Answer:

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Question 13

Marks: 1

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

Choose one answer.

- a. MIS
- b. in-depth interview
- c. focus group

- d. survey
- e. data mining session

Question 14

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

Question 15

Marks: 1

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

Choose one answer.

- a. All of these.
- b. researchers go back and forth as the need arises.
- c. new information redefines the problem.
- d. the decision needs to be made before the research is complete.
- e. problems in the research design make it difficult to accomplish the objectives.

Question 16

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

Question 17

Marks: 1

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

Choose one answer.

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

Question 18

Marks: 1

Focus groups are often used to gather:

Choose one answer.

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

Question 19

Marks: 1

Data collection begins:

Choose one answer.

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

Question 20

Marks: 1

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

Choose one answer.

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

Question 21

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.

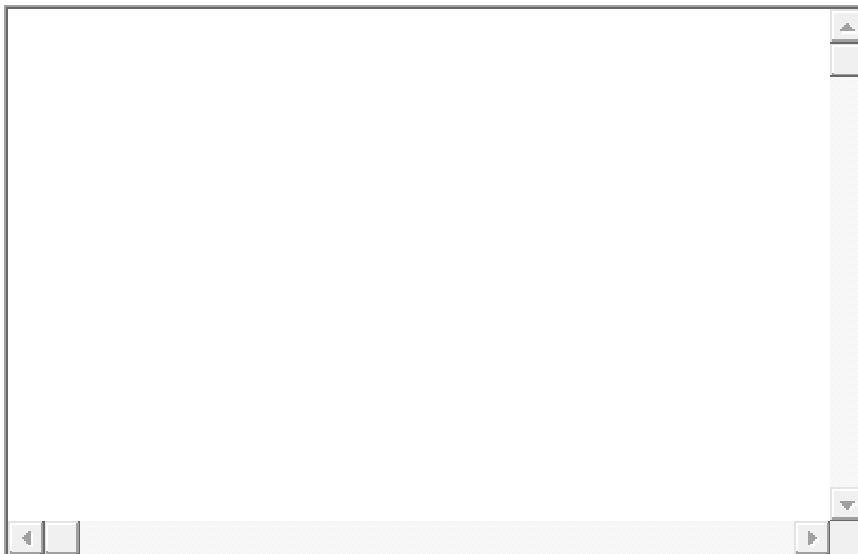
- a. an academic exercise of little real value.
- b. All of these.
- c. an impediment to decisive management.
- d. beyond most managers' ability to comprehend.
- e. expensive and time consuming.

Question 22

Marks: 1

If senior management has already made their decision, should market research be conducted?

Answer:



Question 23

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. sales invoices
- b. census data
- c. surveys
- d. syndicated data

- e. observation

Question 24

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

Question 25

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

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## 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

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. functional and social
- b. safety and situational

- c. functional and psychological
- d. postpurchase and prepurchase
- e. psychological and physiological

Question 2

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. physiological
- d. cognitive
- e. psychological

Question 3

Marks: 1

Marketers frequently design customer relationship management (CRM) programs to:

Choose one answer.

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

Question 4

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

Question 5

Marks: 1

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

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

#### Question 6

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

#### Question 7

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

#### Question 8

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. perceptions.
- b. cultural norms.

- c. learning.
- d. postpurchase dissonance.
- e. attitudes.

Question 9

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

Question 10

Marks: 1

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

Choose one answer.

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

Question 11

Marks: 1

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

Choose one answer.

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

Question 12

Marks: 1

A consumer's external social environment includes their:

Choose one answer.

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

Question 13

Marks: 1

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

Choose one answer.

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

Question 14

Marks: 1

Marketers are particularly interested in postpurchase behaviour because:

Choose one answer.

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

Question 15

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

Question 16

Marks: 1

How much time consumers spend searching for information depends on:

Choose one answer.

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

Question 17

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. behavioural learning
- d. perceptual adaptation
- e. selective learning

Question 18

Marks: 1

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

Choose one answer.

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

Question 19

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

Question 20

Marks: 1

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

Choose one answer.

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

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## 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

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

Choose one answer.

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

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

Question 3

Marks: 1

Both the B2B and B2C buying processes begin with:

Choose one answer.

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

Question 4

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

Question 5

Marks: 1

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

Choose one answer.

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

- e. straight rebuy

Question 6

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

Question 7

Marks: 1

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

Choose one answer.

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

Question 8

Marks: 1

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

Choose one answer.

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

Question 9

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

Question 10

Marks: 1

By dividing accounts into buying situation categories, Dell Computer and other companies can:  
Choose one answer.

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

Question 11

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

Question 12

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

Question 13

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 14

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

Question 15

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

Question 16

Marks: 1

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

Choose one answer.

- a. buying centre philosophy

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

Question 17

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. invite alternative suppliers to bid on supplying what is requested.
- d. revise need recognition through external sources.
- e. all of these.

Question 18

Marks: 1

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

Choose one answer.

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

Question 19

Marks: 1

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

Choose one answer.

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

Question 20

Marks: 1

The Head of the RCMP is study 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. gatekeepers
- b. buyers
- c. influencers
- d. initiator
- e. deciders

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## 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

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

Choose one answer.

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

### Question 2

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. mass customization.
- b. concentrated segmentation.
- c. benefit segmentation.

- d. undifferentiated marketing.
- e. differentiated wholesaling.

Question 3

Marks: 1

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

Choose one answer.

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

Question 4

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

Question 5

Marks: 1

Innovators, Thinkers, Achievers, and Experiencers are VALS classifications based on:

Choose one answer.

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

Question 6

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

#### Question 7

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. providing classes at convenient times and asynchronous distance learning courses.
- b. All of these.
- c. discount pricing for students taking more than twelve credit hours.
- d. the higher average salaries earned by college graduates.
- e. the great variety of classes offered.

#### Question 8

Marks: 1

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

Choose one answer.

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

#### Question 9

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. segments are identifiable, reachable, substantial and profitable, and reachable.
- b. simplicity and cost of assigning potential buyers to segments.

- c. potential for increased profit and ROI.
- d. differences of needs of buyers among segments.
- e. potential of a marketing action to reach a segment and the segment is profitable.

Question 10

Marks: 1

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

Choose one answer.

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

Question 11

Marks: 1

One of the reasons marketers utilize loyalty segmentation is:

Choose one answer.

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

Question 12

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 mass marketing dialogue based on one-to-one lifestyle customization.
- d. a clear, distinctive, and desirable understanding of their products relative to competing products.
- e. better Medicaid and Medicare payments.

Question 13

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

Question 14

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

Question 15

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. reachable.
- c. substantial.
- d. identifiable.
- e. perceptive.

Question 16

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. self-actualization
- b. benefit

- c. ideal point
- d. geographic
- e. psychographic

Question 17

Marks: 1

Determining psychographic segments involves understanding consumers':  
Choose one answer.

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

Question 18

Marks: 1

Differences in weather and climate create opportunities for:  
Choose one answer.

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

Question 19

Marks: 1

Psychographics is the segmentation method that delves into how consumers:  
Choose one answer.

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

Question 20

Marks: 1

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

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

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