

1. In a world where there are no surpluses, marketing must be even more sophisticated and targeted than when there are surpluses.

- a) True
- b) False
- c) It depends on economic conditions
- d) It depends on number of competitors
- e) It depends on the target market

2. Situation analysis is critical because...

- a) it helps the marketer (the organization or person) determine a mission statement
- b) it enables the organization or person to develop and maintain a competitive advantage
- c) it facilitates audits
- d) it improves implementation and control
- e) it improves internal communications so everyone is 'on the same page'

3. Marketing is the process of creating _____ that satisfy individual and organization goals.

- a) Programs
- b) Advertisements
- c) Products
- d) Exchanges
- e) None of the above

4. Citibank (a major financial services firm) recently received an award for having one of the most environmentally-friendly buildings in New York City and then announced it would give \$3000 to every employee who decides to buy a hybrid-car. This is an example of

- a) Green marketing
- b) Fair trade
- c) Societal marketing (vs.) Product selling, marketing)
- d) Public Relations
- e) None of the above

5. Which of the following would not typically be covered in a market and industry analysis (part of a situation analysis)?

- a) Power of suppliers
- b) Power of buyers
- c) Threat of new entrants
- d) Consumers' perception of competitors (covered in Positioning)
- e) Rivalry among competitors

6. In a famous 1960 Harvard Business Review article, Theodore Levitt argued that industries and companies that have a limited view of their market will fail to grow. He termed this phenomenon:
- a) Market blindness
 - b) Analysis paralysis
 - c) Marketing myopia
 - d) Market misplanning
 - e) None of the above

7. The higher the Gross Domestic Product per capita, the _____ the buying power of a country's citizens.
- a) Lower
 - b) Greater
 - c) More stable
 - d) There is no relationship between GDP and buying power
 - e) None of the above

8. "60 is the new 40" would be an appropriate slogan for which demographic group?
- a) Generation Y: 1970-1994 *Readers like 40 parents / time to be stars*
 - b) Generation X: 1965-1978 *hip & interested*
 - c) Baby Boomers
 - d) Veterans
 - e) none of the above
- swing over 60*

9. Between disposable income and discretionary income, which one is typically the largest?
- a) Disposable income
 - b) Discretionary income
 - c) They're always equal
 - d) It depends on inflation
 - e) None of the above
- ↳ what remains of DI after paying for basic necessities*

- Ch. 4
10. Which personality test was invented in 1943 and is still widely used today? It assesses an individual's personality dispositions along four dimensions and contains a total of 16 personality types.
- a) The Big Four
 - b) The Myers-Briggs Type Inventory
 - c) The Four Intelligence Types Test
 - d) The Social Personality Test Inventory
 - e) None of the above

Ch. 3.

11. According to Harvard Professor Howard Gardner who proposed a theory of multiple intelligences, people who display _____ intelligence are aware and are in touch with their own feelings. These people tend to be more intuitive and appear shy.

- (a) Intrapersonal
- (b) Interpersonal
- (c) Affective
- (d) Extrovertive
- (e) Introvertive

Ch. 5.

12. A customer who buys an environmentally-friendly hybrid car because it doesn't deplete the earth's resources could be fulfilling which need in Maslow's hierarchy?

- (a) Needs for safety
- (b) Needs for self-esteem
- (c) Physiological needs
- (d) Social needs
- (e) Need for self-actualization

Ch. 3.

13. _____ guide us in all of our every choices and behaviors and reflect what is considered appropriate behavior in a given culture.

- (a) Goals
- (b) Laws
- (c) Values
- (d) Etiquette
- (e) None of the above

14. Physiological needs such as hunger and thirst are said to be _____

- (a) acquired
- (b) learned
- (c) innate
- (d) periodic
- (e) impulsive

15. Psychographic information is concerned with people's _____

- (a) Mental states
- (b) Emotional responses to advertisements
- (c) Lifestyles
- (d) Family relationships
- (e) None of the above

VALS → categorizes people based on available resources and primary psychological motivation

PRIZM

Geographic clustering tool

divides into 14 or 15 social groups

then into 64 important life stages



Ch. 5.

16. _____ is the search for relevant patterns from data and information you collect about your environment, especially competitors.

- a) Positioning information
- b) Market intelligence
- c) Market segmentation
- d) Fact finding
- e) Decision support

* Defining your position and what you wish to be known for requires you have a broad outlook and consider competitors
 * Consumers perception of competitors
 * the most appropriate way to position yourselves.

Ch. 2.

17. Which of the following are not external factors that influences the marketing mix?

- a) Economic and social
- b) Technological and legal
- c) Competitive and demographic
- d) Societal and personality
- e) Legal and political

18. _____ are the guiding force behind the decisions made by organizations or individuals and set their priorities and guide the allocation of their resources.

- a) Tactics
- b) Strategies
- c) Objectives
- d) Missions
- e) Values

Tactics = Plan of action (Something you do)
 Strategies = Road map (guides everything you do)
 Objectives = Short-term

19. In VALS, life orientation refers to the fact that consumers can be motivated by ideals, achievement or:

- a) Money
- b) Self-expression
- c) Pleasure
- d) Self-actualization
- e) None of the above

20. Head and Shoulders' anti-dandruff shampoo is positioned along which basis?

- a) Use or application → relieve dandruff
- b) Price
- c) User
- d) Competitor
- e) Benefit

21. When Red Line Synthetic Oil Corporation targets the motor racing market to sell its lubricants and cooling system additives, it is using:

(Concentrated)

- a) Differentiated marketing → Target several markets and create a different marketing mix for each [L'oreal, Ford, Hartigan, Vion Brands]
 - b) Niche marketing
 - c) Mass marketing
 - d) Micromarketing
 - e) None of the above
- ↳ obtaining a large share of a small # of sub markets as opposed to small shares of a # of large markets - one marketing mix (Forensic Tech, Body Shop)

22. When Tim Hortons sponsors local little league hockey teams, it is using:

- a) Differentiated marketing
- b) Niche marketing
- c) Mass marketing
- d) Micromarketing → Local and individual marketing
- e) Counter marketing

23. Market _____ is the process of dividing a market into distinct segments of customers (who share certain characteristics) and selecting one or more segments as a target to be reached with a specific marketing mix.

- a) targeting → decisions about which market to enter and how to
- b) positioning
- c) segmentation the marketing mix in each chosen market.
- d) intelligence
- e) research

24. _____ is all about teaching your customers to think of your product or service (or you!) as a solution to a need in a way that is different from your competitor.

- a) segmentation
- b) positioning
- c) promotion
- d) selling
- e) marketing

25. L'Oréal's slogan "Because you're worth it" is a good example of positioning on what basis?

- a) Symbol (Prudential) (Piece of the rock)
- b) User (Marlboro-Man)
- c) Usage (H&S)
- d) Benefit → (Volv, aquafresh)
- e) Price/Quality

26. When Gillette advertises its new Venus razor to women and promises that it will "leave your skin smooth without cuts and bruises", it is using a positioning strategy based on...

- a) price
- b) symbol
- c) usage
- d) benefit
- e) none of the above

27. The claim by AVIS (the rental car company) that "We're only No. 2 so we try harder" is an example of positioning based on...

- a) price
- b) effort
- c) usage
- d) benefit
- e) competitor

28. Your _____ is what distinguishes your total product from other alternatives or other job candidates.

- a) frame of mind
- b) positive attitude
- c) education
- d) unique selling proposition
- e) positioning

29. The power of a brand lies in its ability to forge a deep emotional relationship or bond with customers.

- a) TRUE b) FALSE

A brand's equity or value resides in the sum of associations or mental images the customers have about the brand. These associations together w/ their experiences w/ a brand help forge an emotional relationship w/ the brand.

30. A brand's positioning is often communicated to customers through a clever

- a) packaging
- b) mission statement
- c) promotional material
- d) slogan
- e) spokesperson

(impulse / staples / emergency)

31. Which one would not be considered a convenience product?

- a) Breath mints
- b) Milk
- c) Sore throat medicine
- d) Car insurance
- e) All of the above are convenience products

Ch. 6.

32. Which one would require the most extensive planning as consumers contemplate their purchase?

- a) Convenience products
- b) Shopping products
- c) Specialty products
- d) All of the above
- e) None of the above

Ch. 6.

33. Thinking about how careless she was with her money, Sophie decided to sign up for a personal finance class to learn how to budget her finances. This is an example of...

- a) Continuous improvement
- b) Dramatic improvement
- c) Continuous innovation
- d) Consistent improvement
- e) Dynamically continuous

34. Of the following statements about price, which is false?

- a) It is the only marketing mix element that generates revenue
- b) Price should be examined in isolation
- c) Price is a function of the perceived value of the product
- d) It shapes perceptions of your product
- e) It is a frequently misunderstood tool

35. Which approach focuses on continually improving products and processes with the goal of achieving higher levels of customer satisfaction?

- a) Quality control → implementing the necessary steps (inspections) to make sure that no defective product ever leaves factory
- b) Quality assurance
- c) Total Quality Management
- d) Defect Prevention
- e) None of the above

Intended to identify and solve, even before they occur, potential problems or breakdowns that could jeopardize quality.

36. A customer's satisfaction depends in part on the performance and quality he or she receives from a product but also on his or her

- a) Income
- b) Expectations
- c) Lifestyle
- d) Experience
- e) Education

37. In the diffusion process, consumers who are the first to buy or try new products and services are known as:

- a) Early adopters
- b) Innovators
- c) Trendsetters
- d) Jetsetters
- e) None of the above

→ ppl. who often look to the innovators for advice in making purchase decisions. (Followed by early majority, late majority, laggards.)

38. Brand ~~is~~ is the added value that a brand name gives to a product.

- a) identity
- b) reputation
- c) equity
- d) logo
- e) none of the above

39. When organizations or individuals are looking to bring about immediate responses from customers or clients by providing incentives, they use...

- a) Personal selling
- b) Direct Response
- c) The Internet
- d) Public relations
- e) None of the above

(Sales promotion)

40. The four basic strategies for managing growth include market penetration, product development, market development and _____

- a) Product diversification
- b) Customer acquisition
- c) Expansion management
- d) Customer Relationship Management
- e) None of the above

41. In the Product Life Cycle, which stage comes right before "decline"?

- a) Product development
- b) Growth
- c) Maturity
- d) Introduction
- e) Extinction

42. Which type of resume highlights your skills while providing a brief history of your job experience?

- a) Chronological
- b) True life
- c) Functional
- d) Corporate
- e) Combination

43. The reason why airlines, hotel companies and many others invest millions in CRM programs is largely because they realize:

- a) That advertising is too costly
- b) The long term value of a consumer
- c) The need to target older customers
- d) The importance of distribution strategies
- e) None of the above

44. Some say that positioning is all about owning "_____ " and creating a desirable image associated with your product or service.

- a) spyware
- b) mindspace
- c) associations
- d) presence
- e) consumers

*45. What is the first step in preparing a presentation?

- a) Finding a topic
- b) Evaluating your audience's needs
- c) Creating a catchy opening
- d) Collecting background information
- e) Developing an effective message

46. A company that sets its price at \$4.99 because it knows that consumers perceive this as distinctively different, even lower than \$5.00 is in fact use _____ pricing.

- a) Wal-Mart pricing
- b) Flexible pricing
- c) Value pricing
- d) Odd pricing
- e) None of the above

47. Your trio or combo meal at McDonald's or any other fast food restaurant is a good example of _____.

- a) Package pricing
- b) Single-price pricing
- c) Bundling
- d) Promotional pricing
- e) None of the above

48. A customer's _____ price is the price below which he or she will start to be suspicious of the quality of the product.

- a) Ceiling
- b) Minimum tolerable
- c) Basement
- d) Floor
- e) None of the above

49. Which one is not a function of marketing channels?

- a) Facilitate searches by buyers and sellers
- b) Standardize exchange transactions
- c) Satisfy demand from a larger number of customers
- d) Adjust for discrepancies in product assortments
- e) Maintain profit margins for producers and manufacturers

50. You decide to sell your own line of sports clothing to final consumers with no intermediary. You are using what type of marketing channel?

- a) Simple channel
- b) Direct channel
- c) Short chain channel
- d) Virtual channel
- e) None of the above

51. When crafting a communication message, rational appeals include all of the following, except:

- a) Feature appeal
- b) Comparative appeal
- c) News appeal
- d) Sex appeal
- e) Popularity appeal

52. When the Dairy Farmers of Canada run an ad which emphasises the fact that milk builds strong bones, it is using what type of appeal?

- a) Emotional appeal
- b) Fear appeal
- c) Rational appeal
- d) Health appeal
- e) None of the above

53. Observing and learning from market leaders can be a useful way to implement the appropriate _____ controls to ensure that marketing objectives are met.

- a) Input
- b) Process
- c) Quality
- d) Output
- e) None of the above

54. Why does Maslow's Hierarchy have its particular shape?

- a) People must satisfy one level of needs before moving to the next
- b) It is a standard from his school of study
- c) The theory has three facets that are explained through its shape
- d) The geometrical shape was a coincidence
- e) The shape is well known for its predictive powers

55. Which set of values are known as "terminal"?

- a) Cheerful and logical
- b) Equality and freedom
- c) Loving and polite
- d) Capability and wisdom
- e) Honest and faithful

Roche's value survey (LGV)
"for how", instrumental = "for be"
terminal

56. How did Lacoste manage to regain its market position after its decline in the 1990's?

- a) Lowering the price of its clothing line
- b) Targeting younger customers
- c) Advertising extensively
- d) Coming up with a line of maternity clothing
- e) Expanding their sales to North America

* sushi shop + various lifestyles

= catering service, takeout service

- simple recognizable design

- obvious nutrition statements

* Absolut Vodka: distinctive, long-term ad campaign

57. Market skimming involves setting a _____ price for a new product.

- a) lower
- b) higher
- c) modest
- d) competitive
- e) market

58. Which of these is not an element in the Integrated Marketing Communication?

- a) Public relations
- b) Direct response
- c) Product Guarantee
- d) Interactive communication
- e) Advertising

59. You should always have a universal cover letter that could be applied to all positions that interest you.

- a) True
- b) False
- c) Depending on your career position
- d) Only in certain industries
- e) It's a personal decision

60. A marketing _____ is a system of organizations through which products, resources and information flows between producers and consumers.

- a) Web
- b) Channel
- c) Network
- d) Chain
- e) Hub

61. An underlying assumption of sales orientation is that:

- a) Customers need the products being sold
- b) Customers are aware of the products being sold
- c) To be successful, long-term customer relationships need to be created and maintained
- d) Customers who have been pushed into the decision to buy a product will like it and if they don't their dissatisfaction will be temporary
- e) Marketers should focus their resources on customer satisfaction

62. Melanie will be targeting her personal training service to business people working or living within three miles of the downtown core of the city in which she lives. She has defined her target market in terms of:

- a) Geo-demographics
- b) Psychographics
- c) Purchase behaviour
- d) Media Preferences
- e) Benefits sought

63. Two weeks after being involved in a car accident, Paolo is sued by the other party in the collision. He realizes he needs a lawyer and starts looking for one in the Yellow Pages. In this example, what type of product is the lawyer?

- a) Unsought → Products marketed to consumers who may not yet realize any need for them
- b) Emergency → Purchased frequently & immediately w/ little effort.
- c) Convenience → Purchased frequently & immediately w/ little effort.
- d) Shopping
- e) Specialty → Buy only after comparing competing offerings on such criteria as price, style, quality, color, etc. and fit

64. Marketing mixes for specialty products typically include:

- a) Low prices
- b) Little emphasis on image and branding
- c) Many sales outlets
- d) An emphasis on personal selling and advertising
- e) All of the above

Products that offer unique features and benefits that result in consumers placing high value on them and their brand

Purchased in response to unexpected and urgent needs