

Name: _____

Concordia University – John Molson School of Business
COMM 223/2 – Section BB Fall 2015

Quiz #1

Date: September 24, 2015

Time: 20 Minutes

1. According to the Simon Sinek video on “How leaders Inspire....”:
 - A) People buy WHY you do things rather than WHAT you are actually doing.
 - B) All behavior is controlled by the limbic brain.
 - C) People will only buy from someone who believes what they believe themselves.
 - D) Only A and C are correct
 - E) A, B and C are all correct.

2. The YouTube video on “How Leaders Inspire....” Shows that people will “buy” from you only if:
 - A) They believe what you believe.
 - B) They understand why you do what you are doing.
 - C) The product or service you are selling is reasonably priced.
 - D) Only A and C are correct.
 - E) A, B and C are all correct.

3. In the past several years, marketing has become increasingly important because:
 - A) The population growth rate has decreased.
 - B) Marketing functions have increased in number.
 - C) Consumers’ incomes have increased and their needs have become more complex.
 - D) The federal government has encouraged firms to produce more reliable products.
 - E) All of the above.

4. The marketing concept implies that:
 - A) Companies must devote larger shares of their budgets to marketing than they did in the past.
 - B) The marketing department should manage the company.
 - C) All company activities should be oriented toward consumer satisfaction.
 - D) Marketing personnel should be the organizing force of our society.
 - E) The marketing department should function independently of finance and production departments.

5. What is marketing?
 - A) A company’s most powerful weapon.
 - B) A marginal function compared to production and accounting.
 - C) A management tool used by all companies.
 - D) The way to make maximum profits by eliminating moral constraints.
 - E) None of the above.

6. A company’s success is closely related to:
 - A) The degree of its clients’ satisfaction.
 - B) Mastering environmental factors.
 - C) Decreasing production costs.
 - D) Full-capacity employment of production factors.
 - E) Production of tasteful products.

7. Which of these elements are part of the marketing controllable variables?

- A) The legal environment.
- B) The cultural environment.
- C) The organizational environment.
- D) The micro-environment.
- E) None of the above.

8. Which of these elements is not part of the marketing mix?

- A) The product.
- B) The price structure.
- C) The distribution channels.
- D) The promotional mix
- E) None of the above.

9. Marketing variables are subdivided into the following categories:

- A) Controllable and uncontrollable.
- B) Psychological and economic.
- C) Product, place, promotion and price.
- D) Personal and mass communication.
- E) Macro-environment and micro-environment.

10. Which stage of the planning process constitutes the feedback part of the loop?

- A) Implementation.
- B) Planning.
- C) Control.
- D) Analysis.
- E) None of the above.

11. Which of these stages comes first in the definition of a marketing strategy?

- A) The controlling of the results.
- B) The implementation of a strategy.
- C) Allocation of a minimum advertising effort.
- D) The search for a market opportunity.
- E) The definition of a marketing strategy.

12. Which of these elements is part of the marketing mix and the marketing uncontrollable variables?

- A) Technology.
- B) Promotion.
- C) Price.
- D) Competition.
- E) Distribution channels.

Answers:

1) E

2) D

3) C

4) C

5) A

6) A

7) E

8) E

9) A

10) C

11) D

12) E