

## Miscellaneous questions

(CAUTION: should not be a substitute for studying!)

**Please note that there is no answering scheme and I will not answer emails of whether answer x, y, z is good or bad or is this what I want.** Use your brains, your friends, the book, or your notes! Good luck!

**NOTE: “/” means “OR.” The most effective way to study these questions is to use point form! Point form can also be used in the final exam, as long as it communicates entire/complete thoughts!**

1. Briefly comment on the relationship between segmentation and targeting?
2. Identify/What is a penetration/skimming pricing strategy? What are the requirements of a penetration/skimming strategy?
3. Why is customer satisfaction important?
4. Perform a SWOT analysis for Product X.
5. What is the marketing mix of Product X?
6. Give an example of socio-cultural/personal/psychological/or situational factors affecting consumer behaviors.
7. What are demands? And can you give me an example?
8. What are the types of distribution strategies? What type of distribution strategy would you use for Product X?
9. What are the external factors affecting prices? Please explain.
10. Give an example of geographic/psychographic/demographic/behavioral segmentation bases.
11. Recognize/Define what is a pull and push strategy?
12. Name all requirements for an effective market segmentation.
13. What is an IMC? What are two advantages of using an IMC over a normal promotional/communication mix?
14. Recognize/give examples of the buyer decision process steps and what happens at each level.

15. Identify/give an example of a convenience/shopping/specialty/unsought good. Provide four reasons why a good is a convenience/shopping/specialty/unsought.
16. Write a positioning statement for Product X.
17. People can be part of various groups. Name these types of groups and give a concrete example of each.
18. What are the different types of channel conflicts that can arise? Explain and give a concrete example of each.
19. What is marketing?
20. Recognize/name the stages of new product development. Explains what happens at each stage.
21. What is cognitive dissonance? Name three things that marketer can do to minimize it?
22. Name four ways in which you would solve a vertical conflict.
23. What is the difference between a contractual, corporate and administered VMS? Please give an example of each.
24. What is the difference between fixed costs and variable costs?
25. What are two advantages of an internal database?
26. What are the internal factors that affect prices? Please explain.
27. Henry bought a new car and is satisfied/disappointed/delighted with his new car purchase. Using the terminology learned, explain what happens when someone is satisfied/disappointed/delighted. Why should marketers care about consumers' level of satisfaction?
28. Give examples of line extension/brand extension/multi-brand/mixed branding.
29. Draw a BCG matrix.
30. What are the general price approaches? Name, explain and give an example of a problem you can encounter for each of the price approaches.
31. Explain what is disintermediation?

32. What are the communication tools of an IMC? Illustrate how you can use each tool for Product X. In other words, elaborate a complete IMC for Product X.
33. List and briefly explain the steps of creating an IMC.
34. If I say targeting, segmentation and positioning? Is this order accurate? Explain why or why not.
35. Name each macro-environmental variable and give an example.
36. Suppose Product X has reach the introduction/growth/maturity/decline phase. List 5 variables related to the PLC (product, promotion, place, etc...) and explain how they change for each specific stage.
37. Draw a product/market matrix.