# *Marketing Concepts – Middle Level*

***The online objective test may include questions on basic marketing principles: price, product, place, promotion, economics, selling and merchandising, advertising, media, and e-commerce.***

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| 1. True | 1. | True/False: Customers are the focal point of all marketing activities. |
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| 2. b | 2. | The four types of business markets include \_\_\_.  a. local government, federal government, institutional, and reseller  b. producer, reseller, government, and institutional  c. wholesale, retail, government, and institutional  d. wholesale, government, institutional, and reseller |
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| 3. b | 3. | Individuals and business organizations that purchase products for making a profit either by using the products to produce other products or by using them in their operations are classified as \_\_\_ markets.  a. consumer  b. producer  c. institutional  d. reseller |
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| 4. c | 4. | General Motors has learned that some people want sports cars, while others want vans, trucks, sedans, and economy cars. In this instance, General Motors has found its market to be \_\_\_.  a. focused  b. undifferentiated  c. heterogeneous  d. concentrated |
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| 5. c | 5. | Business markets are typically divided into four categories. These categories are \_\_\_\_. |
|  |  | a. retailers, wholesalers, services, and non-profit firms  b. manufacturer, wholesaler, retailer, and services  c. producers, resellers, government, and institutional  d. producers, manufacturer, resellers, and government |
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| 6. c | 6. | Tool’s, Inc. purchase hammers, bolts, and other hardware items from a variety of manufacturers and sells them to hardware stores at a price that includes a profit. This company would be part of what type of business market?  a. manufacturers  b. producer  c. reseller  d. consumer |
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| 7. b | 7. | A product is defined as \_\_\_\_.  a. the idea that the customer receives in an exchange  b. anything the customer receives in an exchange  c. the physical object the customer receives in an exchange  d. the service that is rendered to the customer |
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| 8. b | 8. | The process of dividing a total market into market groups because people within each group have relatively similar product needs is called \_\_\_.  a. target marketing  b. segmentation  c. diversification  d. concentration |
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| 9. c | 9. | Mike’s Side Market buys produce from area farmers, marks the merchandise at a price that includes some profit, and sells the fruit and vegetables to the people in and around town. Mike’s would be classified as part of a \_\_\_ market.  a. consumer  b. producer  c. reseller  d. government |
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| 10.  True | 10. | True/False: The marketing concept stresses that a business organization can best achieve its goals by providing customer satisfaction. |
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| 11. d | 11. | Mattel views the toy market as composed of four age groupings, each with different needs and desires. Each of these groups are known as \_\_\_.  a. heterogeneous  b. an undifferentiated market  c. a marketing mix  d. a market segment |
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| 12. d | 12. | Which type of business market tends to have the most complex buying procedures?  a. institutional  b. reseller  c. retailer  d. government |
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| 13. a | 13. | A brand is best defined as \_\_\_\_.  a. name, term, sign, symbol, design, or combination of these that identifies a seller’s product  b. name of the manufacturer or product  c. registered design or symbol that may be displayed on the product or used to promote it  d. related group of words that describe the product |
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| 14.  True | 14. | True/False: Product, place, price, and promotion are referred at as the four Ps of marketing. |
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| 15. c | 15. | Markets fall into one or two categories. These categories are \_\_\_.  a. organizational and business  b. homogenous and heterogeneous  c. consumer and business  d. consumer and customer |
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| 16.  True | 16. | True/False: A family that organizes and advertises a garage sale is performing marketing activities. |
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| 17.  False | 17. | “Mystery shoppers are used to check on the pricing of retail products. |
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| 18. a | 18. | Kleenex Boutique is a brand \_\_\_ of tissues made by Kimberly-Clark. |
|  |  | a. name  b. mark  c. identification  d. trade name |
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| 19.  False | 19. | The marketing of products which are “friendly” to the environment (in terms of their packaging, for example) is known as recycling marketing. |
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| 20. c | 20. | The Nike swoosh that is prominent on all of the firm’s packaging, products, and advertising is a \_\_\_.  a. trade name  b. trade character  c. trade mark  d. brand |
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| 21.  True | 21. | True/False: A target market is a specific group of customers on whom an organization focuses its marketing efforts. |
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| 22. a | 22. | Retailers like Wal-mart and K-mart are considered members of which business market?  a. reseller  b. producer  c. institutional  d. retailer |
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| 23.  True | 23. | True/False: Social class explains many differences in behavior patterns and lifestyles. |
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| 24. d | 24 | Marketing ethics refers to principles and standards that define\_\_\_.  a. acceptable conduct in society  b. improper behavior in marketing  c. improper behavior in business  d. acceptable conduct in marketing |
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| 25.  True | 25. | True/False: To establish and maintain a competitive advantage means to be superior or different from competition in some way. |
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| 26. c | 26. | A magazine advertisement that reminds you to “Enjoy Coca-Cola” is part of which aspect of the marketing mix?  a. Price  b. Product  c. Promotion  d. Place |
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| 27. a | 27. | Reseller markets consist mainly of \_\_\_\_.  a. wholesalers and retailers  b. retailers  c. manufacturers  d. consumers |
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| 28.  True | 28. | True/False: Achievement of the firm’s overall goal is part of the marketing concept. |
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| 29. b | 29. | Brand loyalty involves \_\_\_.  a. passive information seeking and evaluating products after (rather than before) purchases are made  b. the consistent repurchase and preference toward a particular brand  c. brand preference toward several brands  d. only low-involvement purchasing situations |
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| 30. d | 30. | Green marketing is important to preserve the \_\_\_.  a. cultures  b. social values  c. beliefs  d. physical environment |
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| 31. a | 31. | When Burger King advertised a “free French fries day” at its stores in USA Today, this was an example of \_\_\_.  a. a sales promotion  b. a tie-in  c. a contest  d. a rebate |
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| 32. b | 32. | Which statement about relationship marketing is correct?  a. it cannot be conducted with final consumers  b. it places an emphasis on keeping customers  c. it is not a good policy for nonprofit organizations  d. It is only advised as a technique in a weak economy |
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| 33. d | 33. | Which of the following is **not** a factor in the communication model?  a. noise  b. receiver  c. sender  d. observer |
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| 34. c | 34. | The first stage of the research process is \_\_\_.  a. planning the research design  b. analyzing data  c. defining the problem  d. selecting a sample of respondents |
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| 35. c | 35. | Divisions within society with different levels of social prestige are called \_\_\_.  a. reference groups  b. cultures  c. social classes  d. perceptual categories |
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| 36. b | 36. | Organizational mission refers to a firm’s \_\_\_.  a. strengths and weaknesses relative to competition  b. long-term commitment that is descriptive of the business and their place in the market  c. competitive advantages  d. short-term objectives |
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| 37. d | 37. | Goods purchased by the ultimate consumer for personal used are called \_\_\_.  a. raw materials  b. commercial goods  c. personal products  d. consumer products |
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| 38. a | 38. | When a glove manufacturer in China is allowed to sell only a certain number of plastic gloves in Japan, that firm is facing a(n) \_\_\_.  a. quota  b. restrictive product standard  c. tariff  d. quotas |
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| 39. a | 39. | A step in the marketing research process is \_\_\_.  a. defining the problem  b. identifying hypotheses  c. deciding whether data is primary or secondary  d. interviewing the total population |
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| 40. b | 40. | Government restrictions on the amount of a particular country’s currency that can be bought or sold are known as \_\_\_.  a. import controls  b. exchange controls  c. embargoes  d. quotas |
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| 41. d | 41. | The United States’ prohibition against imported cigars from Cuba is an example of a(n) \_\_\_.  a. quota  b. exchange control  c. health control  d. embargo |
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| 42. b | 42. | Which of the following is used to help maintain a more favorable balance of trade by a country?  a. changing political systems  b. limiting imports  c. limiting exports  d. establishing exchange controls |
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| 43. b | 43. | A research design is \_\_\_.  a. a flow chart of consumer buying habits and patterns  b. a master plan for carrying out an investigation  c. a control document for evaluating costs  d. the conclusion drawn from an investigative study |
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| 44. c | 44. | The \_\_\_ is the difference in value between a nation’s export and its imports.  a. net trade value  b. gross domestic products  c. balance of trade  d. export/import ratio |
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| 45. b | 45. | Patricia Robertson is running for Congress fro m the Sixth District in her state. She is interested in knowing the intended choices of the voters. All the registered voters in her district would constitute the study’s \_\_\_.  a. dependent variables  b. population  c. independent variable  d. experiment |
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| 46. c | 46. | Customers who have questions or complaints that are more complicated than the sales staff can handle usually are referred to \_\_\_.  a. the rack jobber  b. the firm’s president  c. managers  d. co-workers |
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| 47. b | 47. | If you were to choose a sample with which to study the market for preschool toys in Michigan, the population would logically be defined as all \_\_\_\_.  a. preschool children in Michigan  b. people in Michigan  c. preschools in Michigan  d. children in Michigan |
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| 48. c | 48. | In what type sampling does every element have a known change of being selected or study?  a. random  b. stratified  c. probability  d. quota |
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| 49. c | 49. | Which sampling design gives every member of the population an equal chance of appearing in the sample?  a. nonprobability  b. poll  c. random  d. quota |
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| 50. d | 50. | While shopping at a Kroger grocery store, Tom sees a display of his favorite brand of diet cola. He buys a six-pack. The purchase process would be described as \_\_\_\_.  a. limited problem solving  b. extended problem solving  c. situational perception  d. routinized response behavior |
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| 51. a | 51. | Which of the following consumer problem-solving processes will probably be used in the purchase of toothpaste?  a. intensive problem solving  b. extended problem solving  c. routinized response behavior  d. limited problem solving |
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| 52. d | 52. | When a firm designs a single manufacturing mix and directs it at an entire market for a particular product, the company is using a(n) \_\_\_ strategy.  a. concentrated targeting  b. differentiated  c. single mix  d. undifferentiated |
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| 53. a | 53. | Individuals and business organizations that buy finished goods and resell them to make a profit without changing the physical characteristics of the product are classified as \_\_\_\_ markets.  a. reseller  b. consumer  c. institutional  d. producer |
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| 54. a | 54. | When marketers at Hershey meet to identify the types of snacks young people want, they are engaging in which phase of new-product development?  a. idea generation  b. business analysis  c. commercialization  d. test marketing |
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| 55. a | 55. | When a research is hired by a department store to go into the cosmetics department of that department store in order to determine the product knowledge of the salespeople who work in that department, this is an example of \_\_\_.  a. a mystery shopper  b. a focus group interview  c. a laboratory study  d. a research interview |
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| 56. b | 56. | When compact disc players were first priced at about $800, but now can be purchased for as little as $60, the original pricing strategy was an example of a \_\_\_\_.  a. penetration price strategy  b. skimming price strategy  c. price-lining strategy  d. kinked-curve price strategy |
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| 57. c | 57. | When a cashier at a popular shoe store asks a customer: “Would you like an extra set of shoe laces with your new shoes?” What type of sales activity is she employing?  a. closing the sale  b. preapproach  c. suggestive selling  d. telemarketing |
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| 58. b | 58. | Which of the following is the most selective advertising medium?  a. transit  b. magazine  c. network television  d. outdoor |
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| 59. b | 59. | The set of all products offered for sale by a company is called its \_\_\_\_.  a. product breadth  b. product mix  c. marketing mix  d. product line |
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| 60. c | 60. | Which advertising medium is particularly popular with companies selling products that involve extensive decision-making?  a. Yellow pages  b. Billboards  c. Internet  d. Radio |
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| 61. c | 61. | According to the American Marketing Association’s Code of Ethics, marketers must be guided by \_\_\_.  a. their rules of personal ethics  b. the adherence to selective laws and regulations  c. the active support, practice, and promotion of the Code of Ethics  d. exclusions to “kickbacks” |
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| 62. d | 62. | If a business does **not** carry the specific product requested by a customer, the salesperson should explain the situation and \_\_\_.  a. suggest an alternative item based on the salesperson’s preferences  b. tell the customer where he/she could find the product  c. tell the customer that the product is not very good  d. recommend an alternative, but equivalent item |
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| 63. b | 63. | Star-Kist is a brand name; Charlie the Tuna would be considered a \_\_\_.  a. private brand  b. trademark  c. label  d. brand preference |