# *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.***

|  |  |  |
| --- | --- | --- |
| 1. True | 1. | True/False: Customers are the focal point of all marketing activities. |
|  |  |  |
| 2. b | 2. | The four types of business markets include \_\_\_.a. local government, federal government, institutional, and resellerb. producer, reseller, government, and institutionalc. wholesale, retail, government, and institutionald. wholesale, government, institutional, and reseller |
|  |  |  |
| 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. consumerb. producerc. institutionald. reseller |
|  |  |  |
| 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. focusedb. undifferentiatedc. heterogeneousd. concentrated |
|  |  |  |
| 5. c | 5. | Business markets are typically divided into four categories. These categories are \_\_\_\_. |
|  |  | a. retailers, wholesalers, services, and non-profit firmsb. manufacturer, wholesaler, retailer, and servicesc. producers, resellers, government, and institutionald. producers, manufacturer, resellers, and government |
|  |  |  |
| 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. manufacturersb. producerc. resellerd. consumer |
|  |  |  |
| 7. b | 7. | A product is defined as \_\_\_\_.a. the idea that the customer receives in an exchangeb. anything the customer receives in an exchangec. the physical object the customer receives in an exchanged. the service that is rendered to the customer |
|  |  |  |
| 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 marketingb. segmentationc. diversificationd. concentration |
|  |  |  |
| 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. consumerb. producerc. resellerd. government |
|  |  |  |
| 10.True | 10. | True/False: The marketing concept stresses that a business organization can best achieve its goals by providing customer satisfaction. |
|  |  |  |
| 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. heterogeneousb. an undifferentiated marketc. a marketing mixd. a market segment |
|  |  |  |
| 12. d | 12. | Which type of business market tends to have the most complex buying procedures?a. institutionalb. resellerc. retailerd. government |
|  |  |  |
| 13. a | 13. | A brand is best defined as \_\_\_\_.a. name, term, sign, symbol, design, or combination of these that identifies a seller’s productb. name of the manufacturer or productc. registered design or symbol that may be displayed on the product or used to promote itd. related group of words that describe the product |
|  |  |  |
| 14.True | 14. | True/False: Product, place, price, and promotion are referred at as the four Ps of marketing. |
|  |  |  |
| 15. c | 15. | Markets fall into one or two categories. These categories are \_\_\_.a. organizational and businessb. homogenous and heterogeneousc. consumer and businessd. consumer and customer |
|  |  |  |
| 16.True | 16. | True/False: A family that organizes and advertises a garage sale is performing marketing activities. |
|  |  |  |
| 17.False | 17. | “Mystery shoppers are used to check on the pricing of retail products. |
|  |  |  |
| 18. a | 18. | Kleenex Boutique is a brand \_\_\_ of tissues made by Kimberly-Clark. |
|  |  | a. nameb. markc. identificationd. trade name |
|  |  |  |
| 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. |
|  |  |  |
| 20. c | 20. | The Nike swoosh that is prominent on all of the firm’s packaging, products, and advertising is a \_\_\_.a. trade nameb. trade characterc. trade markd. brand |
|  |  |  |
| 21.True | 21. | True/False: A target market is a specific group of customers on whom an organization focuses its marketing efforts. |
|  |  |  |
| 22. a | 22. | Retailers like Wal-mart and K-mart are considered members of which business market?a. resellerb. producerc. institutionald. retailer |
|  |  |  |
| 23. True | 23. | True/False: Social class explains many differences in behavior patterns and lifestyles. |
|  |  |  |
| 24. d | 24 | Marketing ethics refers to principles and standards that define\_\_\_.a. acceptable conduct in societyb. improper behavior in marketingc. improper behavior in businessd. acceptable conduct in marketing |
|  |  |  |
| 25. True | 25. | True/False: To establish and maintain a competitive advantage means to be superior or different from competition in some way. |
|  |  |  |
| 26. c | 26. | A magazine advertisement that reminds you to “Enjoy Coca-Cola” is part of which aspect of the marketing mix?a. Priceb. Productc. Promotiond. Place |
|  |  |  |
| 27. a | 27. | Reseller markets consist mainly of \_\_\_\_.a. wholesalers and retailersb. retailersc. manufacturersd. consumers |
|  |  |  |
| 28.True | 28. | True/False: Achievement of the firm’s overall goal is part of the marketing concept. |
|  |  |  |
| 29. b | 29. | Brand loyalty involves \_\_\_.a. passive information seeking and evaluating products after (rather than before) purchases are madeb. the consistent repurchase and preference toward a particular brandc. brand preference toward several brandsd. only low-involvement purchasing situations |
|  |  |  |
| 30. d | 30. | Green marketing is important to preserve the \_\_\_.a. culturesb. social valuesc. beliefsd. physical environment |
|  |  |  |
| 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 promotionb. a tie-inc. a contestd. a rebate |
|  |  |  |
| 32. b | 32. | Which statement about relationship marketing is correct?a. it cannot be conducted with final consumersb. it places an emphasis on keeping customersc. it is not a good policy for nonprofit organizationsd. It is only advised as a technique in a weak economy |
|  |  |  |
| 33. d | 33. | Which of the following is **not** a factor in the communication model?a. noiseb. receiverc. senderd. observer |
|  |  |  |
| 34. c | 34. | The first stage of the research process is \_\_\_.a. planning the research designb. analyzing datac. defining the problemd. selecting a sample of respondents |
|  |  |  |
| 35. c | 35. | Divisions within society with different levels of social prestige are called \_\_\_.a. reference groupsb. culturesc. social classesd. perceptual categories |
|  |  |  |
| 36. b | 36. | Organizational mission refers to a firm’s \_\_\_.a. strengths and weaknesses relative to competitionb. long-term commitment that is descriptive of the business and their place in the marketc. competitive advantagesd. short-term objectives |
|  |  |  |
| 37. d | 37. | Goods purchased by the ultimate consumer for personal used are called \_\_\_.a. raw materialsb. commercial goodsc. personal productsd. consumer products |
|  |  |  |
| 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. quotab. restrictive product standardc. tariffd. quotas |
|  |  |  |
| 39. a  | 39. | A step in the marketing research process is \_\_\_.a. defining the problemb. identifying hypothesesc. deciding whether data is primary or secondaryd. interviewing the total population |
|  |  |  |
| 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 controlsb. exchange controlsc. embargoesd. quotas |
|  |  |  |
| 41. d | 41. | The United States’ prohibition against imported cigars from Cuba is an example of a(n) \_\_\_.a. quotab. exchange controlc. health controld. embargo |
|  |  |  |
| 42. b | 42. | Which of the following is used to help maintain a more favorable balance of trade by a country?a. changing political systemsb. limiting importsc. limiting exportsd. establishing exchange controls |
|  |  |  |
| 43. b | 43. | A research design is \_\_\_.a. a flow chart of consumer buying habits and patternsb. a master plan for carrying out an investigationc. a control document for evaluating costsd. the conclusion drawn from an investigative study |
|  |  |  |
| 44. c | 44. | The \_\_\_ is the difference in value between a nation’s export and its imports.a. net trade valueb. gross domestic productsc. balance of traded. export/import ratio |
|  |  |  |
| 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 variablesb. populationc. independent variabled. experiment |
|  |  |  |
| 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 jobberb. the firm’s presidentc. managersd. co-workers |
|  |  |  |
| 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 Michiganb. people in Michiganc. preschools in Michigand. children in Michigan |
|  |  |   |
| 48. c | 48. | In what type sampling does every element have a known change of being selected or study?a. randomb. stratifiedc. probabilityd. quota |
|  |  |  |
| 49. c | 49. | Which sampling design gives every member of the population an equal chance of appearing in the sample?a. nonprobabilityb. pollc. randomd. quota |
|  |  |  |
| 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 solvingb. extended problem solvingc. situational perceptiond. routinized response behavior |
|  |  |  |
| 51. a | 51. | Which of the following consumer problem-solving processes will probably be used in the purchase of toothpaste?a. intensive problem solvingb. extended problem solvingc. routinized response behaviord. limited problem solving |
|  |  |  |
| 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 targetingb. differentiatedc. single mixd. undifferentiated |
|  |  |  |
| 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. resellerb. consumerc. institutionald. producer |
|  |  |  |
| 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 generationb. business analysisc. commercializationd. test marketing |
|  |  |  |
| 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 shopperb. a focus group interviewc. a laboratory studyd. a research interview |
|  |  |  |
| 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 strategyb. skimming price strategyc. price-lining strategyd. kinked-curve price strategy |
|  |  |  |
| 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 saleb. preapproachc. suggestive sellingd. telemarketing |
|  |  |  |
| 58. b | 58. | Which of the following is the most selective advertising medium?a. transitb. magazinec. network televisiond. outdoor |
|  |  |  |
| 59. b | 59. | The set of all products offered for sale by a company is called its \_\_\_\_.a. product breadthb. product mixc. marketing mixd. product line |
|  |  |  |
| 60. c | 60. | Which advertising medium is particularly popular with companies selling products that involve extensive decision-making?a. Yellow pagesb. Billboardsc. Internetd. Radio |
|  |  |  |
| 61. c | 61. | According to the American Marketing Association’s Code of Ethics, marketers must be guided by \_\_\_.a. their rules of personal ethicsb. the adherence to selective laws and regulationsc. the active support, practice, and promotion of the Code of Ethicsd. exclusions to “kickbacks” |
|  |  |  |
| 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 preferencesb. tell the customer where he/she could find the productc. tell the customer that the product is not very goodd. recommend an alternative, but equivalent item |
|  |  |  |
| 63. b | 63. | Star-Kist is a brand name; Charlie the Tuna would be considered a \_\_\_.a. private brandb. trademarkc. labeld. brand preference |