

Question 1

Marketers need to understand consumer behavior across international cultures. Explain why. What strategies are available to marketers operating in multiple cultures?

Answer: <https://biology-forums.com/index.php?topic=416232>

Question 2

Ads for Johnson and Johnson's Tylenol headache reliever pop up on brokers' Web sites whenever the stock market falls by 200 points. These online ads are known as ____.

- A) rectangles
- B) skyscrapers
- C) interstitials
- D) tickers

Answer: <https://biology-forums.com/index.php?topic=415674>

Question 3

Councilman Gary Hudes of the Town of Hempstead, Long Island is spearheading a petition drive in 2004 in support of state legislation that would create a ____ registry, similar to the national "do not call" registry. Unwanted e-mail messages sent out in 2003 was more than 100 times the amount of mail delivered by the U.S. Postal Service.

- A) "do not litter"
- B) "hands free cell phone while driving"
- C) "do not drink and drive"
- D) "do not spam"

Answer: <https://biology-forums.com/index.php?topic=415722>

Question 4

A freestanding insert in the Sunday edition of the New York Times containing a coupon offering \$1 off Chock-full-of-nuts coffee is an example of ____.

- A) advertising
- B) direct marketing
- C) sales promotion
- D) public relations

Answer: <https://biology-forums.com/index.php?topic=414948>

Question 5

Amazon.com leverages relationships with its 35 million customers by offering them music, videos, gifts, toys, consumer electronics, office products, among other product items. Based on previous purchase history, the company recommends related CDs, books or videos that might be of interest. This helps Amazon.com capture a greater ____.

- A) share of customer
- B) profitability
- C) customer-lifetime value
- D) market share

Answer: <https://biology-forums.com/index.php?topic=414525>

Question 6

Public relations can have a strong impact on public awareness at a much higher cost than advertising can.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415008>

Question 7

Ask Jason Klar, vice president of Amazon.com and you will be intrigued by what he calls the ____ that makes the Amazon.com experience really special for visitors.

- A) "convenience" factor
- B) "clicks and mortar" factor
- C) "discovery" factor
- D) "good value" factor

Answer: <https://biology-forums.com/index.php?topic=414404>

Question 8

Most portfolio analysis methods evaluate SBUs on two dimensions, namely _____ and _____.

- A) market attractiveness; market growth rate
- B) market share; sales
- C) market growth rate; relative market share
- D) none of the above is correct

Answer: <https://biology-forums.com/index.php?topic=414755>

Question 9

Marketing channel functions can be grouped into three categories: _____, _____, and _____.

- A) transactional; logistical; facilitating
- B) logistical; inventory management; warehousing
- C) transactional; logistical; VMS
- D) transactional; VMS; information

Answer: <https://biology-forums.com/index.php?topic=416105>

Question 10

More than half of all home remodeling expenditures last year were made by baby boomers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415423>

Question 11

AT&T uses a special software package to choose the least harmful materials, cut hazardous waste, and improve product recycling in its operations.

This reflects that marketers have concern towards the _____.

- A) legal environment
- B) economic environment
- C) natural environment
- D) social environment

Answer: <https://biology-forums.com/index.php?topic=415321>

Question 12

As Starbucks continues to grow, it is faced with myriad challenges during the implementation of marketing plans. Hence, the marketing department must practice constant _____.

- A) marketing control
- B) corrective action
- C) performance measurement
- D) strategic control

Answer: <https://biology-forums.com/index.php?topic=414935>

Question 13

The "upstream" side of the supply chain refers to the set of firms that supply the raw materials, components, parts, information, finance, and expertise needed to create a product or service.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416118>

Question 14

_____ is the stage of new-product development in which the product and marketing program are tested in more realistic market settings.

- A) Marketing strategy development
- B) Idea generation
- C) Business analysis
- D) Test marketing

Answer: <https://biology-forums.com/index.php?topic=415188>

Question 15

Lifestyle involves measuring consumers' major _____.

- A) SRI

- B) Psychological factors
- C) VALS
- D) AIO dimensions

Answer: <https://biology-forums.com/index.php?topic=415925>

Question 16

If a product concept passes the _____, it moves into _____.

- A) concept development stage; product development
- B) business analysis test; product development
- C) idea generation stage; product development
- D) concept testing stage; product development

Answer: <https://biology-forums.com/index.php?topic=415175>

Question 17

Standard markup pricing ignores demand and competitor prices.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415814>

Question 18

A _____ is the specific mix of human traits that may be attributed to a particular brand.

- A) motive
- B) brand personality
- C) need
- D) person's self-concept

Answer: <https://biology-forums.com/index.php?topic=415933>

Question 19

Macromarketing includes local marketing and individual marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414679>

Question 20

The _____ will guide the choice of specific appeals to be used in an advertising campaign.

- A) creative concept or big idea
- B) message strategy
- C) small idea
- D) advertisement

Answer: <https://biology-forums.com/index.php?topic=414881>