

Question 1

Railroads were once operated thinking that users wanted trains rather than transportation, overlooking the challenge of other modes of transportation. This reflects the _____.

- A) selling concept
- B) product concept
- C) marketing concept
- D) production concept

Answer: <https://biology-forums.com/index.php?topic=414450>

Question 2

www.edmunds.com receives _____ as revenue every time a customer fills out an Auto-By-Tel form at its Web site and is sent to other sites.

- A) profile income
- B) commissions
- C) referral income
- D) advertising income

Answer: <https://biology-forums.com/index.php?topic=415707>

Question 3

Starbucks has an annual plan in place to deal with the company's current SBUs and their operations. However, Starbucks as a growth-oriented firm is interested in both domestic and international markets. This requires Starbucks to constantly monitor the environment and adapt to the opportunities it is presented with. Starbucks needs a _____ in place.

- A) strategic plan
- B) supporting objectives
- C) business portfolio
- D) mission statement

Answer: <https://biology-forums.com/index.php?topic=414836>

Question 4

The last step in the selling process is _____. It is necessary if the salesperson wants to ensure customer satisfaction and repeat business.

- A) follow up
- B) closing
- C) prospecting and qualifying
- D) presentation

Answer: <https://biology-forums.com/index.php?topic=415215>

Question 5

Holiday Inn has divided the total customer market into smaller segments and selected the most promising segments. Deciding what position it wants to occupy in these segments is called targeting.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415035>

Question 6

_____ reverses the usual process of first designing a new product, determining its cost, and then asking, "Can we sell it for that?"

- A) Variable costs
- B) Fixed costs
- C) Target costing
- D) Value pricing

Answer: <https://biology-forums.com/index.php?topic=415513>

Question 7

Charles Revson, founder of Revlon Cosmetics, once remarked, "In the factory, we make cosmetics; in the store, we sell hope." He was referring to the _____ level of the product.

- A) "actual product"
- B) "augmented product"
- C) "core benefit"
- D) "basic benefit"

Answer: <https://biology-forums.com/index.php?topic=414753>

Question 8

When doing business in a foreign country and a foreign culture, particularly a non-western culture, assume nothing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416125>

Question 9

_____ is made up of the company, suppliers, distributors, and ultimately customers who "partner" with each other to improve the performance of the entire system.

- A) Marketing channel
- B) Supply chain
- C) Value delivery network
- D) Distribution channel

Answer: <https://biology-forums.com/index.php?topic=415854>

Question 10

_____ is the practice of using the established brand names of two different companies on the same product.

- A) Premiums
- B) Slotting fees
- C) Co-branding
- D) Licensing

Answer: <https://biology-forums.com/index.php?topic=414925>

Question 11

All of the following are internal factors affecting pricing decisions, except which one?

- A) company's marketing objectives
- B) marketing mix strategy
- C) organizational considerations
- D) competition

Answer: <https://biology-forums.com/index.php?topic=415496>

Question 12

Using external sources, the company can find new ideas through formal research and development.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415358>

Question 13

In the mid-1980s, Coca-Cola's failure was attributed to the company's failure to develop the research plan.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415755>

Question 14

The buyer decision process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Explain.

Answer: <https://biology-forums.com/index.php?topic=416217>

Question 15

Demand is _____ when the demand hardly changes with a small change in price.

- A) inelastic
- B) elastic
- C) unstable
- D) stable

Answer: <https://biology-forums.com/index.php?topic=415597>

Question 16

Southwest Airlines, the nation's most profitable air carrier, also practices _____ positioning. It charges incredibly low prices by not serving food, not

assigning seats, and not using travel agents.

- A) "less for much less"
- B) "the same for less"
- C) "more for the same"
- D) "more for less"

Answer: <https://biology-forums.com/index.php?topic=414509>

Question 17

The BCG is a useful approach to evaluate current businesses. What devices are available to firms to identify growth opportunities in the future?

Answer: <https://biology-forums.com/index.php?topic=415083>

Question 18

Segmentation is the gap between those who have access to the latest Internet and information technologies and those who don't.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415748>

Question 19

Retailing includes all activities involved in selling goods or services directly to final consumers for their personal, non-business use.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414654>

Question 20

The retailers that feature low prices are _____.

- A) discount stores
- B) category killer stores
- C) "off-price" retailers
- D) both A and C only

Answer: <https://biology-forums.com/index.php?topic=414437>

Question 21

People within a social class tend to exhibit similar buying behavior.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416163>

Question 22

_____ means that service quality depends heavily on the quality of the buyer-seller interaction during the service encounter.

- A) Interactive marketing
- B) External marketing
- C) Internal marketing
- D) High-tech marketing

Answer: <https://biology-forums.com/index.php?topic=414955>

Question 23

The art and science of choosing target markets and building profitable relationships with them is called _____.

- A) selling
- B) marketing management
- C) segmentation
- D) positioning

Answer: <https://biology-forums.com/index.php?topic=414408>

Question 24

Requirements for effective market segmentation include that the segment be _____.

- A) substantial and differential
- B) accessible and actionable
- C) measurable
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=414530>

Question 25

A senior Pepsi official once said, "The era of the mass brand has been over for along time."

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414667>

Question 26

Traditional "bricks and mortar" retailers _____ the new type of retailers called, e-tailers.

- A) hoped and prayed for the disappearance of
- B) fear being lured by
- C) fear being disintermediated (cut out) by
- D) worried about their plunging stock values in the war against

Answer: <https://biology-forums.com/index.php?topic=415536>

Question 27

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 28

Internet etiquette suggests that responsible marketers should ask consumers for _____ to e-mail marketing promotions and other pitches.

- A) names and addresses
- B) their telephone numbers
- C) permission
- D) subscriptions

Answer: <https://biology-forums.com/index.php?topic=415719>

Question 29

Toys R Us, Barnes and Noble, Ikea, and Home Depot are examples of category- killer retail stores.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414678>

Question 30

All of the following are accurate descriptions of the "innovator" adopter group, except which one?

- A) Innovators tend to be better educated and higher in income than later adopters.
- B) They are less brand loyal and more likely to take advantage of special promotions such as discounts, coupons and samples.
- C) Innovators tend to be tradition bound.
- D) Innovators are venturesome-they try new ideas at some risk.

Answer: <https://biology-forums.com/index.php?topic=415976>

Question 31

All of the following are accurate descriptions of the darker side of Internet marketing, except which one?

- A) Online privacy is of major concern.
- B) Consumers are concerned about Internet fraud.
- C) There is considerable concern for B2C dot-com profitability.
- D) Online security is no longer a concern with the Federal government stepping in with legislation.

Answer: <https://biology-forums.com/index.php?topic=415725>

Question 32

The first stage in the selling process is pre-approach.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415375>

Question 33

Pace Corporation is getting ready to conduct a(n) _____ to test the effects of the face value of coupons on the likelihood of coupon redemption, controlling for the frequency of brand usage.

- A) experiment
- B) focus group
- C) depth interview
- D) observation

Answer: <https://biology-forums.com/index.php?topic=415714>

Question 34

Procter and Gamble's product lines are _____ insofar as they are consumer products that go through the same distribution channels.

- A) deep
- B) wide
- C) inconsistent
- D) consistent

Answer: <https://biology-forums.com/index.php?topic=414891>

Question 35

Today, with the trend toward more narrowly targeted or one-to-one marketing, many companies are adopting _____, either as a primary marketing approach or as a supplement to other approaches.

- A) advertising
- B) sales promotion
- C) direct marketing
- D) personal selling

Answer: <https://biology-forums.com/index.php?topic=415220>

Question 36

_____ divides buyers into groups based on their knowledge, attitudes, uses, or responses to a product.

- A) Demographic segmentation
- B) Behavioral segmentation
- C) Geographic segmentation
- D) Market segmentation

Answer: <https://biology-forums.com/index.php?topic=414400>

Question 37

A _____ consists of all the product lines and items that a particular seller offers for sale.

- A) product mix
- B) product strategy
- C) brand
- D) product line

Answer: <https://biology-forums.com/index.php?topic=414882>

Question 38

_____ as an advertising medium have long life and good pass-along readership.

- A) Magazines
- B) Billboards
- C) Newspapers
- D) The Internet

Answer: <https://biology-forums.com/index.php?topic=414924>

Question 39

The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415792>

Question 40

Often the best pricing strategy is to charge the lowest price and not worry about differentiating the marketing offer to make it worth a higher price.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415754>

Question 41

Companies often test market simple line extensions or copies of successful competitor products.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415436>

Question 42

A principle of enlightened marketing requires that a company seeks real product and marketing improvement; this is called sense-of-mission marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416338>

Question 43

All of the following are different ways a firm can obtain new products, except which one?

- A) By acquiring a whole new company
- B) A firm can obtain a new product by licensing someone else's new product.
- C) A firm can obtain a new product by using the R&D department of other firms in the same industry.
- D) A firm can obtain a new product through patents.

Answer: <https://biology-forums.com/index.php?topic=415108>

Question 44

All of the following are examples of mechanical instruments to monitor consumer behavior, except which one?

- A) Supermarket scanners
- B) Questionnaires
- C) Galvanometers
- D) People meters

Answer: <https://biology-forums.com/index.php?topic=415682>

Question 45

Psychological needs arise from the need for recognition, esteem, or belonging.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416205>

Question 46

Distinguish between a conventional distribution channel and a vertical marketing system.

Answer: <https://biology-forums.com/index.php?topic=416218>

Question 47

_____ occur(s) when a company introduces additional items in a given product category under the same brand name, such as flavors, forms, colors, or package sizes.

- A) Line extensions
- B) Licensing
- C) Multibranding
- D) Brand extensions

Answer: <https://biology-forums.com/index.php?topic=414928>

Question 48

Rather than seeing a customer in every individual, micromarketers see the individual in every customer.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414676>

Question 49

All of the following are accurate descriptions of the life cycle of a style product, except which one?

- A) Style products appear in homes, clothing, and art.
- B) Styles last only a short time and tend to attract only a limited following.
- C) Once a style is invented, it may last for generations.
- D) A style has a cycle showing several periods of renewed interest.

Answer: <https://biology-forums.com/index.php?topic=415237>

Question 50

_____ is often the hardest step in the research process.

- A) Defining the problem and research objectives
- B) Interpreting and reporting the research findings
- C) Implementing the research plan
- D) Developing the research plan

Answer: <https://biology-forums.com/index.php?topic=415518>

Question 51

Colgate toothpaste, the flagship product of Colgate-palm olive company, has been a success for generations. The parent company's success is so well known that it could enter the solar energy business, but that would not take advantage of its core competency, providing a plethora of brands to large groups of customers. This reflects that Colgate Palmolive should base its mission on its _____.

- A) distinctive competencies
- B) market environment
- C) resource strengths
- D) bottom-line orientation

Answer: <https://biology-forums.com/index.php?topic=414872>

Question 52

The _____ makes up one big "information highway" that can dispatch bits at incredible speeds from one location to another.

- A) LAN
- B) Internet
- C) Intranet
- D) Extranet

Answer: <https://biology-forums.com/index.php?topic=415514>

Question 53

Define TQM. Is product quality with a customer-centered focus a way of doing business or is quality seen as "freedom from defects" only? Explain.

Answer: <https://biology-forums.com/index.php?topic=415088>

Question 54

_____ are the online version of forums. However, such groups are limited to people posting and reading messages on a specific topic, rather than managing libraries or conferencing.

- A) Extranets
- B) Intranets
- C) Newsgroups
- D) Web sites

Answer: <https://biology-forums.com/index.php?topic=415626>

Question 55

_____ is an approach to cost reduction in which components are studied carefully to determine if they can be redesigned, standardized, or made by less costly methods of production.

- A) Value analysis
- B) Vendor analysis
- C) EDLP
- D) A blanket contract

Answer: <https://biology-forums.com/index.php?topic=416004>

Question 56

The idea manager approach helps create an innovation-oriented company culture.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415392>

Question 57

_____ positioning involves meeting consumers' lower performance or quality requirements at a much lower price.

- A) "less for much less"
- B) "more for less"
- C) "the same for less"
- D) "more for the same"

Answer: <https://biology-forums.com/index.php?topic=414507>

Question 58

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 59

Manufacturers direct more sales promotion dollars toward _____ than to _____.

- A) consumers; retailers and wholesalers
- B) retailers and wholesalers; consumers
- C) suppliers; retailers and wholesalers
- D) retailers and wholesalers; suppliers

Answer: <https://biology-forums.com/index.php?topic=414994>

Question 60

_____ became the 12th member nation in the EU to accept the Euro.

- A) Sweden
- B) Norway
- C) Denmark
- D) Greece

Answer: <https://biology-forums.com/index.php?topic=415909>

Question 61

In its quest to create customer value, McDonald's is effective only to the extent that _____.

- A) it pioneered the fast food industry.
- B) it successfully partners with its franchisees, suppliers, and others to jointly deliver exceptionally high customer value.
- C) McDonald's hamburgers are loved all over the world.
- D) McDonald's finely tuned system delivers a high standard of quality and service.

Answer: <https://biology-forums.com/index.php?topic=414898>

Question 62

Firms everywhere face trade restrictions in international marketing. List and discuss the characteristics of three major trade barriers, as described in the text.

Answer: <https://biology-forums.com/index.php?topic=416224>

Question 63

e-Bay is an example of a portal.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415753>

Question 64

Marketers everywhere differentiate themselves from the competition in myriad ways. However, not all brand differences are meaningful or worthwhile to promote. Brand differences need to satisfy certain criteria. Explain.

Answer: <https://biology-forums.com/index.php?topic=414720>

Question 65

A vendor for Ford Motor Company received the following message from Ford's marketing manager: "As we move forward during the 21st century, it is incumbent upon us to inform you that Ford is committed to building profitable customer relationships by creating environmentally better cars and getting them to market faster at lower costs." The marketing manager is referring to Ford's _____.

- A) marketing strategy
- B) marketing tactics
- C) mission statement
- D) business portfolio

Answer: <https://biology-forums.com/index.php?topic=414857>

Question 66

_____ refers to the number of versions offered of each product in the line.

- A) Consistency
- B) Product line width
- C) Product line depth
- D) Product mix

Answer: <https://biology-forums.com/index.php?topic=414894>

Question 67

All of the following statements are accurate descriptions of CRM, except which one?

- A) CRM is just one part of an effective overall customer relationship management strategy.
- B) U.S. companies will spend an estimated \$10-\$20 billion this year on CRM software.
- C) Companies must view CRM only as a technology and software solution.
- D) Siebel Systems, Oracle, SAS and SPSS are a few names of companies selling CRM software.

Answer: <https://biology-forums.com/index.php?topic=415649>

Question 68

Using _____, a company compares the likely sales, costs, and profitability of different channel alternatives.

- A) control criteria
- B) economic criteria
- C) social criteria
- D) adaptive criteria

Answer: <https://biology-forums.com/index.php?topic=416005>

Question 69

_____ sell to manufacturers rather than to retailers. They provide several services, such as carrying stock, offering credit, and providing delivery.

- A) Wholesale merchants
- B) Drop shippers
- C) Cash-and-carry wholesalers
- D) Industrial distributors

Answer: <https://biology-forums.com/index.php?topic=414567>

Question 70

The three groups of industrial products and services include the core benefit, actual product and augmented product.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415040>

Question 71

_____ is the most effective, but most expensive way to introduce a new product.

- A) Sampling
- B) Offering advertising specialties
- C) Couponing
- D) Offering premiums

Answer: <https://biology-forums.com/index.php?topic=414964>

Question 72

Internal factors affecting pricing decisions include the nature of market and demand, competition, and other environmental factors.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415744>

Question 73

All of the following are accurate descriptions of factors companies consider before choosing a target market strategy, except which one?

- A) When the firm's resources are limited; undifferentiated marketing makes the most sense.
- B) Competitors' marketing strategies are important.
- C) In the mature stage of the product life cycle, differentiated marketing makes a lot of sense.
- D) Undifferentiated marketing makes most sense for uniform products such as grapefruit and steel.

Answer: <https://biology-forums.com/index.php?topic=414602>

Question 74

Strategic market planning is the task of selecting an overall company strategy for long-run survival and growth.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415016>

Question 75

The _____ to selling is in tune with the marketing concept.

- A) glad-handing extrovert approach
- B) need-satisfaction approach
- C) hard-sell approach
- D) the stylish and slick approach

Answer: <https://biology-forums.com/index.php?topic=415366>

Question 76

Regulated monopolies are free to price at what the market will bear.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415789>

Question 77

Among the main transportation modes, _____ account for the largest portion of transportation within cities as opposed to between cities.

- A) trucks
- B) water carriers
- C) pipelines
- D) railroads

Answer: <https://biology-forums.com/index.php?topic=416054>

Question 78

_____ are key building blocks for developing and managing customer relationships.

- A) Customer choices and product offers
- B) Customer value and customer satisfaction
- C) Product performance and customer value
- D) Consumer expectations and customer satisfaction

Answer: <https://biology-forums.com/index.php?topic=414375>

Question 79

For Hyundai Corporation, customers who care about price and operating economy make up the firm's _____.

- A) position
- B) market segment
- C) value network
- D) none of the above is correct

Answer: <https://biology-forums.com/index.php?topic=414791>

Question 80

Marketers do not need to safeguard against stereotypes when using age and life-cycle segmentation.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414625>

Question 81

All of the following are accurate descriptions of the relationship between overall marketing strategy and sales force compensation, except which one?

- A) More and more companies are moving away from high commission plans that may drive salespeople to make short-term grabs for business.
- B) Companies are designing compensation plans that reward salespeople for building customer relationships and growing the long-term value of each customer.
- C) If the goal is to maximize current account profitability, the compensation plan might contain a larger commission component, coupled with a new-account bonus.
- D) If the goal is to grow rapidly and gain market share, the compensation plan might include a larger commission component, coupled with a new-account bonus.

Answer: <https://biology-forums.com/index.php?topic=415276>

Question 82

When railroad companies thought that users wanted trains rather than transportation and overlooked the growing challenge of other modes of transportation, they were following the selling concept.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414666>

Question 83

All of the following are accurate descriptions of a conventional distribution channel, except which one?

- A) No channel member has much control over the other members.
- B) A conventional channel consists of one or more independent producers, wholesalers, and retailers.
- C) All channel members act as they are part of a unified system.
- D) In a conventional channel, each channel member is a separate business seeking to maximize its own profits, even at the expense of the system as a whole.

Answer: <https://biology-forums.com/index.php?topic=415932>

Question 84

When the costs of developing and introducing the product are low, the company may do little or no test marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415428>

Question 85

Major corporations today take aggressive actions to affect the publics and forces in their marketing environment. Rather than watching and reacting, such companies hire lobbyists to influence legislation affecting their industries. This reflects _____ on the part of the corporations.

- A) an arrogant attitude
- B) a prayer
- C) a reactive approach
- D) an environmental management perspective

Answer: <https://biology-forums.com/index.php?topic=415297>

Question 86

In a pure monopoly, the market consists of one seller.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415787>

Question 87

All of the following are stages in the adoption process, except which one?

- A) Interest
- B) Trial
- C) Laggards
- D) Awareness

Answer: <https://biology-forums.com/index.php?topic=416116>

Question 88

After handling the prospect's objections, the salesperson now tries to _____.

- A) close the sale
- B) follow up the sale
- C) prospect and qualify the lead
- D) make a presentation

Answer: <https://biology-forums.com/index.php?topic=415208>

Question 89

The elements of the marketing mix commonly known as the "four Ps" include: product, price, place and promotion.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415034>

Question 90

All of the following are accurate descriptions of countries with subsistence economies, except which one?

- A) Countries with subsistence economies consume most of their own industrial output.
- B) Countries with subsistence economies constitute rich markets for some kinds of goods and services.
- C) Countries with subsistence economies consume most of their own agricultural output.
- D) Countries with subsistence economies offer few market opportunities.

Answer: <https://biology-forums.com/index.php?topic=415344>

Question 91

_____ includes practices such as overstating the product's features or performance, luring the customer into the store for a bargain that is out of stock, or running rigged contests.

- A) Deceptive packaging
- B) Deceptive promotion
- C) Deceptive manufacturing
- D) Deceptive pricing

Answer: <https://biology-forums.com/index.php?topic=416251>

Question 92

_____ means services cannot be stored for later sale or use.

- A) Service variability
- B) Service inseparability
- C) Service perishability
- D) Service intangibility

Answer: <https://biology-forums.com/index.php?topic=414946>

Question 93

P&G and other consumer packaged goods marketers are always striving to be profitable. However, some innovations are not commercially viable because the segment may not be _____ to justify the investment the innovation would require.

- A) substantial
- B) differentiable
- C) accessible
- D) measurable

Answer: <https://biology-forums.com/index.php?topic=414543>

Question 94

Distinguish between a style product, a fashion product and a fad product.

Answer: <https://biology-forums.com/index.php?topic=415472>

Question 95

All of the following are accurate descriptions of channels of distribution within China, except which one?

- A) Distributors in China carry competitors' products.
- B) China has a large number of state-controlled wholesalers and retailers.
- C) Hustling for sales is an alien concept to Chinese distributors.
- D) Chinese distributors are eager to share basic sales and marketing information with their suppliers.

Answer: <https://biology-forums.com/index.php?topic=416117>

Question 96

Signing up with the "The National Do-Not-Call" registry is a way for consumers to avoid the hassle of unsolicited phone calls.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415447>

Question 97

All of the following are examples of sales promotion, except which one?

- A) The end-of-the-aisle display in the local Super Stop-and-Shop tempts impulse buyers with a wall of Coke cartons.
- B) A family buys a wireless router and a network card and gets a rebate check for \$50.
- C) An e-mail from Amazon.com offers free shipping on your next purchase over \$50.
- D) Sears places an ad in the Sunday edition of Newsday, Long Island.

Answer: <https://biology-forums.com/index.php?topic=414952>

Question 98

_____ is the sum of all the values that consumers exchange for the benefits of having or using the product or service.

- A) Exchange
- B) Price
- C) Value
- D) Promotion

Answer: <https://biology-forums.com/index.php?topic=415481>

Question 99

The percentage change in quantity demanded relative to a specific change in the price charged is the _____.

- A) law of demand
- B) market clearing price
- C) price elasticity of demand
- D) unit-pricing concept

Answer: <https://biology-forums.com/index.php?topic=415723>

Question 100

Members of the marketing channel perform many key functions. Identify any five major functions performed by channel members and briefly discuss them.

Answer: <https://biology-forums.com/index.php?topic=416209>

Question 101

Channels with one or more intermediary levels are called _____.

- A) short channels
- B) channel layers
- C) indirect marketing channels
- D) direct marketing channels

Answer: <https://biology-forums.com/index.php?topic=415893>

Question 102

Toyota introduced Lexus, perhaps for the first time in history stating that trading a \$72,000 car for a \$36,000 car could be considered trading up. This illustrates a _____ value proposition.

- A) "the same for less"
- B) "less for much less"
- C) "more for the same"
- D) "more for more"

Answer: <https://biology-forums.com/index.php?topic=414500>

Question 103

All of the following are accurate descriptions of the impact of "millennial fever" on the nation's baby boomers, except which one?

- A) A massive nostalgic wave with a consumer appetite for retro products and designs has been produced.
- B) People of all ages seem to feel a bit overworked, over-stimulated, overloaded, and techno stressed.
- C) The oldest boomers, now in their mid-to-late fifties, are not resisting the aging process.

D) A yearning to turn back the clock, to return to simpler times is evident.

Answer: <https://biology-forums.com/index.php?topic=415107>

Question 104

Which of the following statements about how the Internet is impacting lives everywhere is most accurate?

- A) The Internet is still in its infancy with few consumers buying products/services online.
- B) Companies are cautiously using the Internet to build closer relationships with customers and marketing partners alike.
- C) The Internet allows anytime, anywhere connections to information, entertainment, and communication.
- D) If consumer e-commerce looks promising, business-to-business e-commerce is just plain declining.

Answer: <https://biology-forums.com/index.php?topic=414542>

Question 105

Tailoring products and marketing programs to the needs and preferences of individual customers is called _____.

- A) micro marketing
- B) web marketing
- C) target marketing
- D) individual marketing

Answer: <https://biology-forums.com/index.php?topic=414467>

Question 106

_____ include a group of independent retailers that bands together to set up a jointly owned, central wholesale operation and conducts joint merchandising and promotion efforts.

- A) Warehouse clubs
- B) Retail cooperatives
- C) Corporate chains
- D) Franchise organizations

Answer: <https://biology-forums.com/index.php?topic=414461>

Question 107

_____ is the basis of all discount operations and is typically used by sellers of convenience goods (such as supermarkets) and nationally branded, fast-moving shopping goods (such as Best Buy).

- A) Self-service
- B) No service
- C) Limited-service
- D) Full-service

Answer: <https://biology-forums.com/index.php?topic=414490>

Question 108

All of the following statements reflect uses of databases, except which one?

- A) The database can be used to tailor products and services to the special needs of targeted customers.
- B) The database can be used to maintain long-term customer relationships.
- C) Databases can be used to lower costs and gain economies of scale with little or no investment in computer hardware and software.
- D) The database can be used to locate good potential customers.

Answer: <https://biology-forums.com/index.php?topic=415300>

Question 109

BJ'S, Sam's, and Costco are all examples of warehouse clubs.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414674>

Question 110

Mercedes Benz offers superior quality, craftsmanship, durability, performance and charges a high price that is difficult to match. Mercedes Benz uses _____ positioning strategy.

- A) "more for the same"
- B) "more for more"
- C) "less for much less"
- D) "the same for less"

Answer: <https://biology-forums.com/index.php?topic=414497>

Question 111

To differentiate their offers, beyond simply making products and delivering services, companies are staging, marketing, and delivering memorable _____.

- A) commodities
- B) prices
- C) slogans
- D) customer experiences

Answer: <https://biology-forums.com/index.php?topic=414741>

Question 112

General Mills, makers of Honey Nut Cheerios, state right on the package that the product meets the American Heart Association's food criteria for saturated fats and cholesterol for healthy people over age two. Honey Nut Cheerios has the irresistible taste of golden honey and nuts and soluble fiber to keep your heart healthy. Honey Nut Cheerios is an example of a _____.

- A) desirable product
- B) salutary product
- C) deficient product
- D) pleasing product

Answer: <https://biology-forums.com/index.php?topic=416323>

Question 113

The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414614>

Question 114

The image a product reflects in the minds of consumers is called market segmentation.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415007>

Question 115

New product development begins with lots of ideas. Companies everywhere use several sources to develop new ideas. Identify and discuss the sources of new-product ideas.

Answer: <https://biology-forums.com/index.php?topic=415448>

Question 116

_____ is selling below cost with the intention of punishing a competitor or gaining higher long-run profits by putting competitors out of business.

- A) EDLP
- B) Target costing
- C) Price fixing
- D) Predatory pricing

Answer: <https://biology-forums.com/index.php?topic=415715>

Question 117

The "downstream" side of the supply chain refers to the marketing channels or distribution channels that look forward toward the customer.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416115>

Question 118

The three groups of industrial products and services include: _____.

- A) convenience products, shopping products, and specialty products
- B) unsought goods, shopping products, and specialty products
- C) materials and parts, capital items, and supplies and services
- D) sought goods, unsought goods, and convenience products

Answer: <https://biology-forums.com/index.php?topic=414812>

Question 119

People using the Internet today place greater emphasis on selling pitches and less value on information.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415819>

Question 120

Airlines, hotels, and restaurants practice _____. The practice ensures that "companies will sell the right product to the right consumer at the right time for the right price."

- A) discounts
- B) promotional allowances
- C) psychological pricing
- D) segmented pricing

Answer: <https://biology-forums.com/index.php?topic=415676>

Question 121

Setting prices based on buyers' perceptions of value rather than on the seller's cost is called value-based pricing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415820>

Question 122

Mattel's Barbie is an example of age-defying products. Barbie, both timeless and trendy, is in the _____ of the PLC.

- A) maturity stage
- B) decline stage
- C) introduction stage
- D) growth stage

Answer: <https://biology-forums.com/index.php?topic=415268>

Question 123

In the Boston Consulting Group approach, relative market share serves as a measure of company strength in the market.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415068>

Question 124

_____ is best suited to gathering causal information.

- A) Observational research
- B) Experimental research
- C) Descriptive research
- D) Exploratory research

Answer: <https://biology-forums.com/index.php?topic=415574>

Question 125

_____ are highly flexible in their routing and time schedules, and they can usually offer faster service than railroads. They are efficient for short hauls of high-value merchandise.

- A) Water carriers
- B) Air carriers
- C) Railroads
- D) Trucks

Answer: <https://biology-forums.com/index.php?topic=416060>

Question 126

Modern marketing departments are arranged in the following ways, except which one?

- A) vertical organization
- B) market management organization
- C) functional organization
- D) product management organization

Answer: <https://biology-forums.com/index.php?topic=414956>

Question 127

_____ vary directly with the level of production.

- A) Total costs
- B) Target costs
- C) Variable costs
- D) Fixed costs

Answer: <https://biology-forums.com/index.php?topic=415531>

Question 128

All of the following are accurate descriptions of the different ways in which today's retailers are connecting with consumers, except _____.

- A) electronic shelf labels and signs and handheld shopping assistants, smart cards, and self-scanning systems
- B) touch screen kiosks
- C) the Web
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=414551>

Question 129

Prior to the formation of NAFTA, there was CUSFTA until 1989. The two members were _____.

- A) Mexico and USA
- B) Mexico and Canada
- C) Japan and USA
- D) USA and Canada

Answer: <https://biology-forums.com/index.php?topic=415903>

Question 130

Southwest Airlines began by serving intra-state, no-frills commuters in Texas, but it is now one of the nation's eight largest airlines. Southwest Airlines uses a _____ strategy.

- A) undifferentiated marketing
- B) concentrated marketing
- C) differentiated marketing
- D) mass marketing

Answer: <https://biology-forums.com/index.php?topic=414452>

Question 131

Private trading exchanges are huge e-marketplaces in which buyers and sellers find each other online, share information, and complete transactions efficiently.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415790>

Question 132

Retailers everywhere face intense rivalry and competition from other retail formats. _____ today are facing slow sales growth because of slower population growth and an increase in competition from other retail formats. They have also been hit hard by the rapid growth of out-of-home eating. In the battle for "share of stomachs," many have moved upscale.

- A) Convenience stores
- B) Department stores
- C) Factory outlet malls
- D) Supermarkets

Answer: <https://biology-forums.com/index.php?topic=414517>

Question 133

All of the following are accurate descriptions of the term retail convergence, except which one?

- A) Customers of all income levels are shopping at different stores, often for the same goods.
- B) Retail convergence means greater competition for retailers and greater difficulty in differentiating offerings.
- C) Retail convergence is the coming together of shoppers, goods, and prices.
- D) All of the above.

Answer: <https://biology-forums.com/index.php?topic=414541>

Question 134

_____ is a set of names, addresses, and telephone numbers.

- A) A customer database
- B) A telephone book
- C) A customer mailing list
- D) A data warehouse

Answer: <https://biology-forums.com/index.php?topic=415239>

Question 135

Companies today have rich information and succeed in managing and using it well.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415760>

Question 136

Channel management calls for the _____.

- A) motivation and evaluation of channel members
- B) selection of channel members
- C) management of channel members
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=416015>

Question 137

All of the following statements are accurate descriptions of challenges facing international marketers, except which one?

- A) Markets vary in their economic conditions, competition, legal requirements, and physical environments.
- B) Since service industry firms have a short history of international operations, banking institutions have felt the need only recently to provide global services.
- C) Consumers around the world differ in their cultures, attitudes, and buying behaviors.
- D) Brand names, labels, and colors may not translate easily from one country to another.

Answer: <https://biology-forums.com/index.php?topic=414963>

Question 138

Delivering superior customer value and customer satisfaction are the two keys to building lasting customer relationships.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414680>

Question 139

Consumer items like toothpaste, candy, and other convenience items are sold through a(n)_____ strategy.

- A) disintermediation
- B) selective distribution
- C) exclusive distribution
- D) intensive distribution

Answer: <https://biology-forums.com/index.php?topic=415986>

Question 140

The purpose of the quota is to conserve on foreign exchange and to protect local industry and employment.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416139>

Question 141

_____ is a measure of how many times the average person in the target market is exposed to the message.

- A) Reach
- B) Impact
- C) Frequency
- D) Media types

Answer: <https://biology-forums.com/index.php?topic=414905>

Question 142

Many retailers are banding together in one or two forms of contractual associations. Explain.

Answer: <https://biology-forums.com/index.php?topic=414724>

Question 143

Information Resources Inc, sells supermarket scanner purchase data from a panel of 55,000 households nationally. This is an example of primary data collection.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415810>

Question 144

Individuals and households that buy goods and services for personal consumption are called business markets.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415399>

Question 145

Demand is inelastic when demand hardly changes with a small change in price.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415802>

Question 146

KFC entered Japan through a licensing venture with Japanese conglomerate Mitsubishi.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416191>

Question 147

In _____, business executives dutifully study each other's cards during a greeting, carefully noting company affiliation and rank.

- A) Japan
- B) Korea
- C) the USA
- D) India

Answer: <https://biology-forums.com/index.php?topic=415947>

Question 148

_____ consists of information that already exists somewhere, having been collected for another purpose.

- A) Primary data
- B) Ethnographic research
- C) Secondary data
- D) Observation

Answer: <https://biology-forums.com/index.php?topic=415541>

Question 149

All of the following are accurate descriptions of what makes an effective advertising campaign, except which one?

- A) Ads with emotional appeals are not effective in getting consumers to purchase a product.
- B) An effective campaign successfully breaks through the clutter and presents the brand message in a memorable way.
- C) An advertising campaign must effectively present an important message about a worthwhile product.
- D) Using a spokesperson or mascot is an effective way to get consumers to connect and remember the product/company.

Answer: <https://biology-forums.com/index.php?topic=414742>

Question 150

Government markets are made up of government agencies that buy goods and services to produce public services or transfer the goods and services to others who need them.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415402>

Question 151

With _____ systems, producers and retailers carry only small inventories of parts or merchandise, often only enough for a few days of operations.

- A) just-in-time logistics
- B) horizontal marketing systems
- C) VMS
- D) CRM

Answer: <https://biology-forums.com/index.php?topic=416103>

Question 152

Manufacturers need to determine the best ways to store and ship goods, balancing factors such as cost, delivery, speed and safety. Manufacturers need to work with _____ to stock and move goods from their points of origin to their destination.

- A) physical distribution firms
- B) marketing service agencies
- C) financial intermediaries
- D) customers

Answer: <https://biology-forums.com/index.php?topic=415150>

Question 153

Ford trucks sold in North America have their chassis built in North America and assembled in Brazil. _____ gain advantages by planning, operating, and coordinating their activities on a worldwide basis.

- A) Regional firms
- B) Global firms
- C) U.S. firms
- D) Domestic firms

Answer: <https://biology-forums.com/index.php?topic=415876>

Question 154

A marketing channel that has no intermediary levels is called a(an) _____.

- A) franchise
- B) direct marketing channel
- C) indirect marketing channel
- D) channel level

Answer: <https://biology-forums.com/index.php?topic=415884>

Question 155

Conformance quality means the ability of a product to perform its functions.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415069>

Question 156

For _____, price and service are the major marketing factors; branding and advertising tend to be less important.

- A) convenience products
- B) shopping products
- C) industrial products
- D) unsought goods

Answer: <https://biology-forums.com/index.php?topic=414815>

Question 157

Many consumers fear that unscrupulous snoopers will eavesdrop on their online transactions or intercept their credit card numbers and make unauthorized purchases. Consumers worry about _____.

- A) online security
- B) marketer ethics
- C) online privacy
- D) spam

Answer: <https://biology-forums.com/index.php?topic=415735>

Question 158

Mattel's Barbie and Binney and Smith's Crayola crayons are two examples of products that might have been only _____, but instead were turned into long-term market winners with plenty of staying power.

- A) style products
- B) fashion products
- C) fads
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415278>

Question 159

Cash-and-carry wholesalers carry a limited line of fast-moving goods and sell to small retailers for cash. They normally do not deliver.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414628>

Question 160

Today's _____ account for about 28 percent of the population but can earn half of all personal income.

- A) generation X
- B) elderly
- C) generation Y
- D) baby boomers

Answer: <https://biology-forums.com/index.php?topic=415172>

Question 161

Dividing a market into smaller groups of buyers with distinct needs, characteristics, or behaviors is called market segmentation.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414610>

Question 162

_____ are passed on from parents to children and are reinforced by schools, churches, business, and government.

- A) Core beliefs and values
- B) Consumer habits
- C) Perceptions
- D) Family inheritances

Answer: <https://biology-forums.com/index.php?topic=415222>

Question 163

Consumerism is an organized movement of citizens and government agencies to improve the rights and powers of buyers in relation to sellers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416342>

Question 164

The rapid pace of _____ has allowed companies to greatly expand their geographical market coverage, purchasing, and manufacturing.

- A) globalization
- B) technology
- C) change
- D) travel

Answer: <https://biology-forums.com/index.php?topic=414544>

Question 165

Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416157>

Question 166

Press releases and special events are tools of _____.

- A) public relations
- B) direct marketing
- C) personal selling
- D) advertising

Answer: <https://biology-forums.com/index.php?topic=414769>

Question 167

The Ad Council is known for several familiar phrases we have all grown up with. "Friends don't let friends drive drunk." "Take a bite out of crime." "Only you can prevent forest fires." The Ad Council has drawn widespread support for its _____ mission.

- A) advertising
- B) social marketing
- C) profit-making
- D) caring

Answer: <https://biology-forums.com/index.php?topic=414861>

Question 168

When McDonald's sells beer in Germany, Maharaja Mac in India, wine in France, and mango milk shakes in the Philippines, they are said to be adopting a _____.

- A) standardized marketing strategy
- B) localized marketing strategy
- C) domestic strategy
- D) regional strategy

Answer: <https://biology-forums.com/index.php?topic=416114>

Question 169

Patricia Wilkes is interested in obtaining honest responses when discussing research topics such as income, medical conditions, or other sensitive issues. Patricia should use _____.

- A) traditional surveys to collect data
- B) experimental research to collect data
- C) web research to collect data
- D) focus groups to collect data

Answer: <https://biology-forums.com/index.php?topic=415613>

Question 170

Today, marketers all over the world are taking advantage of new opportunities for building _____ with their stakeholders.

- A) relationships
- B) joint ventures
- C) profits
- D) consortia

Answer: <https://biology-forums.com/index.php?topic=414561>

Question 171

Internal factors affecting pricing include general marketing objectives, such as survival, current profit maximization, market share leadership, and product quality leadership.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415747>

Question 172

_____ are free to price at what the market will bear. However, they do not always charge the full price.

- A) Non-regulated monopolies
- B) Regulated monopolies
- C) Pure monopolies
- D) Companies

Answer: <https://biology-forums.com/index.php?topic=415571>

Question 173

All of the following are threats posed by the European unification to non-European firms, except which one?

- A) Some observers believe European unification is just the beginning of the creation of a "Fortress Europe."

- B) As a result of the unification, European companies will grow bigger and more competitive.
C) Inside Europe, the barriers will be raised, thus creating thinner outside walls for non-member nations.
D) Stiffer rules will be imposed on outsiders or non-members, such as non-tariff barriers.

Answer: <https://biology-forums.com/index.php?topic=415943>

Question 174

Global companies that use a(an) _____ adjust the marketing mix elements to each target market, bearing more costs but hoping for a larger market share and return.

- A) flexible standardized marketing mix
B) standardized marketing mix
C) differentiated product mix
D) adapted marketing mix

Answer: <https://biology-forums.com/index.php?topic=416006>

Question 175

Define "redlining." How does it differ from "Weblining?" List and discuss the two practices.

Answer: <https://biology-forums.com/index.php?topic=416363>

Question 176

The WD-40 Company's knack for finding new uses has made this popular substance one of the truly essential survival items in most homes. WD-40 is in the _____ of the PLC.

- A) growth stage
B) decline stage
C) maturity stage
D) introduction stage

Answer: <https://biology-forums.com/index.php?topic=415287>

Question 177

_____ are trading networks that link a particular seller with its own trading partners.

- A) C2C Web sites
B) B2C Web sites
C) Private trading exchanges
D) Open trading exchanges

Answer: <https://biology-forums.com/index.php?topic=415608>

Question 178

All of the following statements are accurate descriptions of different ways Internet consumers differ from offline consumers, except which one?

- A) People who only use the Internet place greater value on information.
B) Traditional offline marketing targets a somewhat active audience.
C) People who use the Internet tend to respond negatively to messages aimed only at selling.
D) E-marketing targets people who actively seek information.

Answer: <https://biology-forums.com/index.php?topic=415599>

Question 179

All of the following are accurate descriptions of consumer perceptions of price and value, except which one?

- A) Buyers exchange something of value to get something of value in return from the sellers.
B) In the end, the consumer will decide whether a product's price is right.
C) Effective, buyer-oriented pricing involves understanding how much value consumers place on the benefits they receive from the product and setting a price that fits this value.
D) Pricing decisions, like other marketing mix decisions, must be seller-oriented.

Answer: <https://biology-forums.com/index.php?topic=415577>

Question 180

Nokia customized its 6100 series phone for every major market. Developers built in rudimentary voice recognition software for Asia and raised the volume for use in crowded Asian streets. Nokia is using a _____ strategy.

- A) product adaptation
B) communication adaptation
C) product invention
D) straight product extension

Answer: <https://biology-forums.com/index.php?topic=416021>

Question 181

_____ is a free trade agreement between the USA, Canada, and Mexico.

- A) THE WTO
- B) CUSFTA
- C) NAFTA
- D) The EU

Answer: <https://biology-forums.com/index.php?topic=415907>

Question 182

Wal-Mart, the world's largest retailer has mastered the art of dealing with suppliers and manufacturers alike. Marketing channel firms, including suppliers, make up Wal-Mart's _____.

- A) macroenvironment
- B) supply chain environment
- C) economic environment
- D) microenvironment

Answer: <https://biology-forums.com/index.php?topic=415279>

Question 183

All of the following are accurate descriptions of various ways service firms can increase productivity, except which one?

- A) Service firms can train current employees better or hire new ones who will work harder or more skillfully.
- B) The service provider can harness the power of technology.
- C) Service firms can increase the quality of their service by giving up some quantity.
- D) They can "industrialize the service" by adding equipment and standardizing production.

Answer: <https://biology-forums.com/index.php?topic=414960>

Question 184

The most common trade barrier is the _____, which is a tax levied by a foreign government against certain imported products.

- A) quota
- B) license
- C) tariff
- D) exchange control

Answer: <https://biology-forums.com/index.php?topic=415880>

Question 185

Honda created the Acura brand to differentiate its luxury car from the established Honda line. This strategy is appropriate when the power of an existing brand name is _____.

- A) waning
- B) non-existent
- C) on the upswing
- D) none of the above

Answer: <https://biology-forums.com/index.php?topic=414975>

Question 186

Adding a standard markup to the cost of the product is called the _____.

- A) target profit pricing approach
- B) break-even analysis approach
- C) cost-plus pricing approach
- D) value-based pricing approach

Answer: <https://biology-forums.com/index.php?topic=415607>

Question 187

Saturn is "a different kind of company, different kind of a car"; the Hummer is "like nothing else." These statements reflect a firm's _____.

- A) market positioning
- B) target markets
- C) product portfolio
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=414803>

Question 188

_____ involves entering a foreign market by developing foreign-based assembly or manufacturing facilities.

- A) Direct Investment
- B) Management contracting
- C) Contract manufacturing
- D) Joint ownership

Answer: <https://biology-forums.com/index.php?topic=415999>

Question 189

_____, the most widely used method for primary data collection, is best suited to know about people's knowledge, attitudes, preferences and buying behavior.

- A) Ethnographic research
- B) Survey research
- C) Observational research
- D) Experimental research

Answer: <https://biology-forums.com/index.php?topic=415733>

Question 190

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>

Question 191

Define the term marketing environment. What are its components? Suppliers and other marketing intermediaries form a key part of the company's overall value delivery system. Explain.

Answer: <https://biology-forums.com/index.php?topic=415465>

Question 192

_____ involves using carefully coordinated multiple-media, multiple-stage campaigns.

- A) Infomercials
- B) TV marketing
- C) E-mail marketing
- D) An integrated direct marketing campaign

Answer: <https://biology-forums.com/index.php?topic=415262>

Question 193

Business analysis involves a review of the sales, costs, and profit projections for a new product to find out if they satisfy the company's objectives.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415411>

Question 194

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 195

_____ can be considered to be both wholesalers and retailers.

- A) Warehouse clubs
- B) Membership warehouses
- C) Wholesale clubs

D) All of the above

Answer: <https://biology-forums.com/index.php?topic=414470>

Question 196

_____ are designed to build customer goodwill and to supplement other sales channels, rather than to sell the company's products directly.

- A) Marketing Web sites
- B) Non-profit corporation Web sites
- C) Corporate Web sites
- D) Small business Web sites

Answer: <https://biology-forums.com/index.php?topic=415657>

Question 197

Define single-source data systems.

Answer: <https://biology-forums.com/index.php?topic=415861>

Question 198

When consumers are affected by marketing messages they are not aware of, it is called _____.

- A) subliminal advertising
- B) teaser advertising
- C) good advertising
- D) none of the above are correct

Answer: <https://biology-forums.com/index.php?topic=416045>

Question 199

Total quality management is an approach in which all the company's people are involved in constantly improving the quality of products, services, and business processes.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415057>

Question 200

All of the following are accurate descriptions of events which sparked the consumer movement during the 1960s, except which one?

- A) The movement was fueled by rising prices and Upton Sinclair's writings on conditions in the meat industry and scandals in the drug industry.
- B) President Kennedy declared that consumers had the right to safety and to be informed, to choose, and to be heard.
- C) Congress investigated certain industries and proposed consumer-protection legislation.
- D) Ralph Nader appeared on the scene to force many issues.

Answer: <https://biology-forums.com/index.php?topic=416288>

Question 201

Belief in marriage is a _____; believing that people should get married early in life is a _____.

- A) secondary belief; core belief
- B) core belief; secondary belief
- C) universal belief; primary belief
- D) universal belief; core belief

Answer: <https://biology-forums.com/index.php?topic=415333>

Question 202

Steven Jennings, a Ph.D. in Computer Science, gave up his lucrative job at IBM to join together with a group of his friends to start a new online company. Steven's new venture is software he developed, designed to help online brokerage companies do business with their customers more efficiently. While Steven is adept at the hardware and software aspects of the business, such as Web design, HTML, etc., he is a novice in the areas of setting up a marketing presence (creating an attractive Web site, placing ads and promotions online.) As a marketing consultant, give Steven Jennings advice on how he can accomplish his goals of moving into e-marketing.

Answer: <https://biology-forums.com/index.php?topic=415868>

Question 203

In large metro areas such as New York, to avoid traffic gridlock in Manhattan, _____ is undertaken to encourage commuters to carpool and use mass transit.

- A) demarketing
- B) marketing

- C) market segmentation
- D) target marketing

Answer: <https://biology-forums.com/index.php?topic=414423>

Question 204

_____ factors that affect consumer purchasing power and spending patterns make up a firm's _____ environment.

- A) Natural; macroenvironment
- B) Natural; microenvironment
- C) Economic; macroenvironment
- D) Social; macroenvironment

Answer: <https://biology-forums.com/index.php?topic=415301>

Question 205

Intermediary functions can be divided up into three major groups: transactional, logistical, and facilitating.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416137>

Question 206

All of the following information sources are examples of commercial sources as they relate to the buyer decision process for the purchase of a new DVD player, except which one?

- A) A Pioneer brand ad as seen on TV
- B) A Circuit City salesperson who helps customers
- C) A family friend who owns a DVD player
- D) A point-of-purchase (POP) display as seen by the checkout lane in Best Buy

Answer: <https://biology-forums.com/index.php?topic=416066>

Question 207

Companies can use their databases in all of the following ways, except which one?

- A) Companies can use databases to deepen customer loyalty.
- B) Companies can use customer databases as customer mailing lists, since the same information is contained in customer mailing lists.
- C) Companies can use databases to profile customers, based on previous purchasing and to decide which customers should receive particular offers.
- D) Companies can use their databases to identify prospects and generate sales leads by advertising products or offers.

Answer: <https://biology-forums.com/index.php?topic=415242>

Question 208

When the salesperson asks the customer for the order, he or she is ready to close the sale.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415394>

Question 209

.Companies use databases in many ways. Explain with examples.

Answer: <https://biology-forums.com/index.php?topic=415488>

Question 210

Effective positioning begins with actually _____ the company's marketing offer so that it gives consumers more value.

- A) differentiating
- B) aligning
- C) pricing
- D) promoting

Answer: <https://biology-forums.com/index.php?topic=414807>

Question 211

Marketers respond to charges leveled against them for excessive markups, stating that most businesses try to deal fairly with consumers because they _____.

- A) focus upon the short term and not the long term
- B) want repeat business
- C) are overcome by guilt for the misdeeds of a few shady marketers

D) do not practice the marketing concept

Answer: <https://biology-forums.com/index.php?topic=416250>

Question 212

_____ involves designing international channels that take into account all the necessary links in distributing the seller's products to final buyers, including the seller's headquarters organization, channels among nations, and channels within nations.

- A) JIT distribution
- B) Whole-channel view
- C) JIT manufacturing
- D) Whole-concept concept for international marketing

Answer: <https://biology-forums.com/index.php?topic=416067>

Question 213

Managers often start with _____ and later follow with _____ or _____.

- A) causal research; exploratory research; descriptive research
- B) descriptive research; causal research; exploratory research
- C) exploratory research; descriptive research; causal research
- D) marketing research; exploratory research; descriptive research

Answer: <https://biology-forums.com/index.php?topic=415535>

Question 214

Toy companies gather information on babies' toy preferences periodically using _____, because they are unable to express themselves adequately.

- A) experimental research
- B) focus group research
- C) observational research
- D) survey research

Answer: <https://biology-forums.com/index.php?topic=415721>

Question 215

Organizing the sales force around customers can help a company to become more customer focused and build closer relationships with important customers. Companies using a _____ organize the sales force along customer or industry lines.

- A) product sales force structure
- B) customer sales force structure
- C) territorial sales force structure
- D) complex sales force structure

Answer: <https://biology-forums.com/index.php?topic=415142>

Question 216

Seat belts and air bags have low appeal, but may benefit consumers in the long run. They are examples of _____.

- A) desirable products
- B) deficient products
- C) pleasing products
- D) salutary products

Answer: <https://biology-forums.com/index.php?topic=416318>

Question 217

The WTO was established to enforce GATT rules.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416148>

Question 218

All of the following are accurate descriptions of different ways companies extend the maturity stage of the PLC, except which one?

- A) pruning the product offerings
- B) modifying the product
- C) modifying the marketing mix
- D) modifying the market

Answer: <https://biology-forums.com/index.php?topic=415290>

Question 219

Sigmund Freud assumed that people are largely unconscious about the real psychological forces shaping their behavior.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416210>

Question 220

_____ involves getting the right product to the right customer in the right place at the right time.

- A) Physical distribution
- B) A VMS
- C) CRM
- D) Intermodal transportation

Answer: <https://biology-forums.com/index.php?topic=416031>

Question 221

All of the following are examples of nontraditional families, except which one?

- A) Young singles make up the nontraditional family life-cycle stage.
- B) Singles marrying later in life make up the non-traditional family life-cycle stage.
- C) Childless couples make up the nontraditional family life-cycle stage.
- D) Unmarried couples make up the nontraditional family life-cycle stage.

Answer: <https://biology-forums.com/index.php?topic=415918>

Question 222

_____ were the main form of retail cluster until the 1950s.

- A) Shopping centers
- B) Central business districts
- C) Discount stores
- D) Power centers

Answer: <https://biology-forums.com/index.php?topic=414402>

Question 223

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 224

Define NAFTA and discuss the major implications for marketers in the Pan-American region.

Answer: <https://biology-forums.com/index.php?topic=416219>

Question 225

In _____, management must decide on the price steps to set between the various products in a line.

- A) optional-product pricing
- B) market-skimming pricing
- C) product-line pricing
- D) market-penetration pricing

Answer: <https://biology-forums.com/index.php?topic=415639>

Question 226

All of the following statements are accurate descriptions of post-purchase behavior, except which one?

- A) Very few major purchases result in post-purchase conflict or cognitive dissonance.
- B) If a product exceeds expectations, the consumer is delighted.
- C) If a product meets expectations, the consumer is satisfied.
- D) If a product fall short of expectations, the consumer is disappointed.

Answer: <https://biology-forums.com/index.php?topic=416024>

Question 227

_____ involves creating an e-mail message or other marketing event that is so infectious that customers will want to pass it along to their friends.

- A) E-mail marketing
- B) Viral marketing
- C) B2B e-commerce
- D) B2C e-commerce

Answer: <https://biology-forums.com/index.php?topic=415685>

Question 228

Well-known examples of _____ are life insurance, cemetery plots, and blood donations to the American Red Cross. They require a lot of advertising, personal selling, and other marketing efforts.

- A) unsought products
- B) convenience products
- C) shopping products
- D) specialty products

Answer: <https://biology-forums.com/index.php?topic=414795>

Question 229

An organized movement of concerned citizens, businesses, and government agencies to protect and improve people's living environment is called _____.

- A) protectionism
- B) environmentalism
- C) capitalism
- D) consumerism

Answer: <https://biology-forums.com/index.php?topic=416292>

Question 230

_____ is the gap between those who have access to the latest Internet and information technologies and those who don't.

- A) Internet fraud
- B) Digital divide
- C) Segmentation
- D) Discrimination

Answer: <https://biology-forums.com/index.php?topic=415745>

Question 231

Sales promotion includes telephone marketing, direct mail, and online marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415052>

Question 232

TJ Maxx and Marshall's are examples of independent off-price retailers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414681>

Question 233

Effective direct marketing begins with a good customer database.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415424>

Question 234

Five characteristics are especially important in influencing an innovation's rate of adoption. _____ is the degree to which the innovation appears superior to existing products.

- A) Complexity
- B) Relative advantage
- C) Compatibility
- D) Communicability

Answer: <https://biology-forums.com/index.php?topic=415977>

Question 235

All of the following are accurate descriptions of international advertising issues, except which one?

- A) Advertising costs and availability differ vastly from country to country.
- B) Most international advertisers "think globally but act locally."
- C) Standardized advertising results in lower advertising costs, greater economies of scale, and a more consistent worldwide image.
- D) Countries do not differ in the extent to which they regulate advertising practices.

Answer: <https://biology-forums.com/index.php?topic=414942>

Question 236

Agents represent either buyers or sellers on a more permanent basis than brokers do.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414626>

Question 237

International trade, involving the direct or indirect exchange of goods for other goods instead of cash, is called countertrade.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416176>

Question 238

Marketing intermediaries are also known as middlemen.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415453>

Question 239

_____ include two or more outlets that are commonly owned and controlled, employ central buying and merchandising, and sell similar lines of merchandise.

- A) Franchise organizations
- B) Corporate chain stores
- C) Retail cooperatives
- D) Voluntary chain stores

Answer: <https://biology-forums.com/index.php?topic=414460>

Question 240

When Wal-Mart gives Procter & Gamble access to information on consumer buying patterns and inventory levels, it is an example of the marketing information system.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415767>

Question 241

All of the following are examples of the marketing information system, except which one?

- A) Dell Computer creates tailored Premium Pages for large customers, giving them access to product design, order status, and service information.
- B) FedEx lets consumers into its information system to schedule and track shipments
- C) Wal-Mart gives P&G and other suppliers access to information on consumer buying patterns and inventory levels.
- D) All of the above are examples of a company's information system.

Answer: <https://biology-forums.com/index.php?topic=415705>

Question 242

All of the following are benefits of multibranding, except which one?

- A) It allows a company to lock up more shelf space.
- B) Each brand might obtain only a small market share, and none may be very profitable.
- C) Firms set up flanker and fighter brands to protect their major brands.
- D) Multibranding offers a way to establish different features and appeal to different buying motives.

Answer: <https://biology-forums.com/index.php?topic=414940>

Question 243

Buyers normally compare specialty products.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415028>

Question 244

Amazon.com has pursued acquisition and strategic alliances as a growth strategy in various product categories. This illustrates the _____.

- A) diversification strategy
- B) product development strategy
- C) market penetration strategy
- D) market development strategy

Answer: <https://biology-forums.com/index.php?topic=414983>

Question 245

A _____ is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges.

- A) product mix
- B) brand
- C) brand equity
- D) product line

Answer: <https://biology-forums.com/index.php?topic=414878>

Question 246

All of the following are accurate descriptions of the retail store Target and its strategies, except which one?

- A) Target has a clear strategy and a very clear brand.
- B) Target competes head-to-head with Wal-Mart.
- C) Target aims to stick to low prices, but rise above the discount fray with up-market style and design and higher-grade service.
- D) Target's separates itself from its mass-merchant peers.

Answer: <https://biology-forums.com/index.php?topic=414485>

Question 247

The second American consumer movement during the early 1900s was sparked by an upturn in consumer prices during the Great Depression.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416343>

Question 248

_____ refers to qualitative research designed to probe consumers' hidden, subconscious motivations.

- A) Self-concept research
- B) Marketing research
- C) Personality research
- D) Motivational research

Answer: <https://biology-forums.com/index.php?topic=416092>

Question 249

_____ divides buyers into different groups based on social class, lifestyle, or personality characteristics.

- A) Demographic segmentation
- B) Psychographic segmentation
- C) Geographic segmentation
- D) Behavioral segmentation

Answer: <https://biology-forums.com/index.php?topic=414385>

Question 250

The shortage of funds available for international trade is best described by the term _____.

- A) countertrade
- B) tariffs
- C) import licenses

D) exchange controls

Answer: <https://biology-forums.com/index.php?topic=416072>

Question 251

Selling below cost to sell off excess inventory is _____.

- A) illegal
- B) a supply chain management problem
- C) considered predatory
- D) not considered predatory

Answer: <https://biology-forums.com/index.php?topic=415717>

Question 252

Wal-Mart has become the world's largest retailer using its "tough guy" and dominant approach to negotiations.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414704>

Question 253

The _____ is by far the most common research instrument to collect data.

- A) questionnaire
- B) galvanometer
- C) pupilometer
- D) eye camera

Answer: <https://biology-forums.com/index.php?topic=415606>

Question 254

7-Eleven, Stop-N-Go, and Circle K are examples of _____.

- A) department stores
- B) convenience stores
- C) supermarkets
- D) specialty stores

Answer: <https://biology-forums.com/index.php?topic=414374>

Question 255

Define value-based pricing and cost-based pricing.

Answer: <https://biology-forums.com/index.php?topic=415836>

Question 256

All of the following are examples of limited-service wholesalers, except which one?

- A) Industrial distributor
- B) Truck wholesaler
- C) Cash-and-carry wholesaler
- D) Drop shipper

Answer: <https://biology-forums.com/index.php?topic=414587>

Question 257

Supermarkets and department stores will price a few products as loss leaders to attract customers to the store in the hope that they will buy other items at normal markups. Supermarkets practice _____.

- A) reference prices
- B) EDLP
- C) psychological pricing
- D) promotional pricing

Answer: <https://biology-forums.com/index.php?topic=415690>

Question 258

_____ is the use of more than one, but fewer than all, of the intermediaries who are willing to carry the company's products.

- A) Exclusive distribution
- B) Selective distribution
- C) Intensive distribution

D) A multi-channel distribution system

Answer: <https://biology-forums.com/index.php?topic=415997>

Question 259

All of the following are examples of company marketing objectives that affect pricing decisions, except which one?

- A) survival
- B) market share leadership
- C) profit maximization
- D) quality

Answer: <https://biology-forums.com/index.php?topic=415499>

Question 260

All of the following statements are true, except which one?

- A) Ritz Carlton has carefully positioned itself at the high end of the customer service spectrum.
- B) Hyundai Corporation first started out targeting customers who mainly cared about Price.
- C) Johnson and Johnson's Tylenol would gain little by distinguishing between male and female users of pain relievers if both respond the same way to marketing efforts.
- D) Amazon.com is wise not to focus its efforts on meeting the distinct needs of individual market segments.

Answer: <https://biology-forums.com/index.php?topic=414916>

Question 261

Most major innovations are _____ products and services until the consumer becomes aware of them through advertising.

- A) specialty
- B) shopping
- C) unsought
- D) convenience

Answer: <https://biology-forums.com/index.php?topic=414781>

Question 262

Current sales and market share reflect a firm's past performance while _____ reflects the future.

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

Answer: <https://biology-forums.com/index.php?topic=414531>

Question 263

From the producer's point of view, a greater number of levels means less control and greater channel complexity.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416149>

Question 264

Micro-environmental forces include all of the following, except which one?

- A) finance
- B) purchasing
- C) demographics
- D) research and development (R&D)

Answer: <https://biology-forums.com/index.php?topic=415132>

Question 265

The first wave of modern environmentalism in the United States was driven by environmental groups and concerned consumers during the _____.

- A) mid-1990s
- B) 1960s and 1970s
- C) early 1900s
- D) mid-1930s

Answer: <https://biology-forums.com/index.php?topic=416291>

Question 266

_____ is used heavily to build selective demand. It becomes more important as competition increases.

- A) Informative advertising
- B) Pull promotion strategy
- C) Push promotion strategy
- D) Persuasive advertising

Answer: <https://biology-forums.com/index.php?topic=414846>

Question 267

_____ is only one of the marketing mix tools that a company uses to achieve its marketing objectives.

- A) Place
- B) Product
- C) Price
- D) Promotion

Answer: <https://biology-forums.com/index.php?topic=415507>

Question 268

Major retailers, including Food World of India, buys detergents from P&G. Resellers like Food World make up the _____.

- A) government market
- B) international market
- C) consumer market
- D) business market

Answer: <https://biology-forums.com/index.php?topic=415294>

Question 269

Non-traditional family life-cycle stages include unmarried couples, singles marrying later in life, childless couples, single parents, and others.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416177>

Question 270

From the producer's point of view, a greater number of channel levels means _____ and _____.

- A) less control; less channel complexity
- B) less control; no channel complexity
- C) less control; greater channel complexity
- D) more control; less channel complexity

Answer: <https://biology-forums.com/index.php?topic=415896>

Question 271

The _____ carries digital products from producer to customer via satellite, cable modem, or telephone wire.

- A) Digital network
- B) Internet
- C) LAN
- D) PC

Answer: <https://biology-forums.com/index.php?topic=416065>

Question 272

The systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization is called _____.

- A) causal research
- B) marketing research
- C) marketing intelligence
- D) exploratory research

Answer: <https://biology-forums.com/index.php?topic=415515>

Question 273

Which of the following is a product variable that retailers may use in order to differentiate themselves?

- A) store atmosphere
- B) product assortment
- C) services mix
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=414527>

Question 274

According to the principle of _____, the company should put more resources into building long-run consumer loyalty and invest in actual improvements in the product's quality, features, or convenience.

- A) consumer-oriented marketing
- B) innovative marketing
- C) value marketing
- D) sense-of-mission marketing

Answer: <https://biology-forums.com/index.php?topic=416310>

Question 275

Exploratory research involves gathering primary data by observing people, actions, and situations.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415821>

Question 276

Digital information, which comes in zeros and ones, is also called _____.

- A) bits
- B) extranet
- C) bytes
- D) intranet

Answer: <https://biology-forums.com/index.php?topic=415500>

Question 277

At the most basic level of the product is the actual product, which addresses the question, "What is the buyer really buying?"

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415003>

Question 278

Whereas segments are fairly large and normally attract several competitors, niches are smaller and may attract only one or a few competitors.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414650>

Question 279

The Academy of Business Marketing, an international association of marketing managers, has developed the code of ethics.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416329>

Question 280

The number of Americans who continue to refinance their mortgages continues to grow. This reflects how societal forces impact a company's macroenvironment.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415449>

Question 281

Major forces that help shape the new digital age include: _____.

- A) digitalization and connectivity, the Internet, the Intranet, and the Extranet.
- B) the Internet, the Intranet, the Extranet, and customization.
- C) digitalization and connectivity, explosion of the Internet, new types of intermediaries, and customization and customerization.
- D) digitalization and connectivity, the Internet, Extranet, and new intermediaries.

Answer: <https://biology-forums.com/index.php?topic=415526>

Question 282

The first step in the marketing control process is to _____.

- A) take corrective action
- B) evaluate performance
- C) set goals
- D) measure performance

Answer: <https://biology-forums.com/index.php?topic=414932>

Question 283

A country's industry structure and its income distribution are two major _____ factors reflecting the country's attractiveness as a market to enter.

- A) political-legal
- B) cultural
- C) technological
- D) economic

Answer: <https://biology-forums.com/index.php?topic=415935>

Question 284

Integrated direct marketing involves using carefully coordinated multiple-media, multiple-stage campaigns.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415460>

Question 285

A measure of the sensitivity of demand to changes in price is called _____.

- A) the demand curve
- B) price elasticity of demand
- C) elastic demand
- D) inelastic demand

Answer: <https://biology-forums.com/index.php?topic=415591>

Question 286

During the past decade, several airline carriers, such as Jet Blue Airways and Southwest Airlines, have emerged and successfully carved a niche for themselves in the airline industry. The airlines considered several factors affecting pricing decisions when setting their prices. Explain.

Answer: <https://biology-forums.com/index.php?topic=415851>

Question 287

A straight reduction in price on purchases during a stated period of time is called a _____.

- A) an allowance
- B) value sale
- C) discount
- D) sale

Answer: <https://biology-forums.com/index.php?topic=415654>

Question 288

Bills for rent, heat, interest, and executive salaries, regardless of company output are examples of _____.

- A) fixed costs
- B) target costs
- C) variable costs
- D) total costs

Answer: <https://biology-forums.com/index.php?topic=415528>

Question 289

All of the following are accurate descriptions of major structural factors that affect long-run segment attractiveness, except which one?

- A) A segment is less attractive if it already contains many strong and aggressive competitors.
- B) The relative power of buyers also affects segment attractiveness.
- C) Lack of powerful suppliers, who can control prices or reduce the quality or quantity of ordered goods and services.
- D) The existence of many actual or potential substitute products may limit prices and the profits that can be earned in a segment.

Answer: <https://biology-forums.com/index.php?topic=414571>

Question 290

Procter and Gamble was among the first to market Secret deodorant, a brand specially formulated for a woman's chemistry, packaged and advertised

to reinforce the female image. Citibank launched Women & Co. to sell financial services to help women with all their personal finance and investing needs. These examples illustrate that _____ segmentation has long been used by marketers.

- A) personality
- B) behavioral
- C) gender
- D) income

Answer: <https://biology-forums.com/index.php?topic=414547>

Question 291

The relationship between the price charged and the resulting demand level is shown in a _____.

- A) supply curve
- B) demand curve
- C) discount
- D) break-even analysis chart

Answer: <https://biology-forums.com/index.php?topic=415580>

Question 292

Kraft, Coca-Cola, and P&G distribute their products using a(n) _____ strategy.

- A) direct distribution
- B) exclusive distribution
- C) intensive distribution
- D) intensity of distribution

Answer: <https://biology-forums.com/index.php?topic=416075>

Question 293

Product differentiation takes place along a _____.

- A) competitive advantage
- B) continuum
- C) price position
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=414518>

Question 294

Starbucks has introduced a debit card, which lets customers prepay for coffee and snacks. Starbucks management is considering whether the company can achieve deeper _____.

- A) product development
- B) market development
- C) market penetration
- D) diversification

Answer: <https://biology-forums.com/index.php?topic=414880>

Question 295

_____ absorb risk by taking title to goods and services; saving their customers' money by buying in carload lots and breaking bulk; holding inventories and thereby reducing inventory costs and risks of suppliers and customers.

- A) Wholesalers
- B) Agents
- C) Manufacturers
- D) Retailers

Answer: <https://biology-forums.com/index.php?topic=414407>

Question 296

The amount of money charged for a product or service is called _____.

- A) exchange
- B) promotion
- C) price
- D) value

Answer: <https://biology-forums.com/index.php?topic=415484>

Question 297

The Generation Xers go by other names too, "yuppies" (young urban professionals) and "DINKS" (dual income, no-kids couples).

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415416>

Question 298

During the _____ step of the selling process, the salesperson tells the "product story" to the buyer, highlighting customer benefits.

- A) qualifying
- B) presentation
- C) prospecting
- D) follow-up

Answer: <https://biology-forums.com/index.php?topic=415200>

Question 299

All of the following reflect traditional seller's rights, except which one?

- A) The right to spend any amount to promote the product, provided it is fair.
- B) The right not to buy a product that is offered for sale.
- C) The right to charge any price for the product, provided no discrimination exists among similar kinds of buyers.
- D) The right to use any buying incentives, provided they are fair or not misleading.

Answer: <https://biology-forums.com/index.php?topic=416289>

Question 300

A customer mailing list is synonymous with a customer database.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415427>

Question 301

By granting _____, Bentley gains stronger distributor selling support and more control over retailer prices, promotion, credit, and support.

- A) exclusive distribution
- B) intensive distribution
- C) a franchise
- D) selective distribution

Answer: <https://biology-forums.com/index.php?topic=416002>

Question 302

What is the difference between supermarkets, convenience stores and discount stores? Explain.

Answer: <https://biology-forums.com/index.php?topic=414718>

Question 303

Product life cycle stage must be considered in the choice of a target marketing strategy. In the mature stage of the product life cycle, _____ makes more sense as a strategy.

- A) undifferentiated
- B) concentrated
- C) micromarketing
- D) differentiated

Answer: <https://biology-forums.com/index.php?topic=414596>

Question 304

NAFTA is preparing to add other countries in Latin America to form a larger free-trade zone called the FTAA.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416171>

Question 305

"Millennial fever" results from the convergence of a wide range of forces in the macroenvironment: from marketing intermediaries, suppliers, customers and competitors.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415376>

Question 306

Major AIO dimensions include attitudes, interests and opinions.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416190>

Question 307

The major forms of direct marketing include personal selling, telephone marketing, direct-mail marketing, and online marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415444>

Question 308

Ben & Jerry's, challenges all stakeholders, including employees, top management and even ice cream scoopers in their stores to include concern for individual and community welfare in their day-to-day decisions. Actions by companies to do well by doing good reflects _____.

- A) social responsibility
- B) marketing
- C) ethics
- D) profit-marketing

Answer: <https://biology-forums.com/index.php?topic=414555>

Question 309

_____ is the first step in the selling process.

- A) Prospecting and qualifying
- B) Handling objections
- C) Pre-approach
- D) Presentation and demonstration

Answer: <https://biology-forums.com/index.php?topic=415179>

Question 310

Wal-Mart, the world's largest retailer, opened its stores in the U.S. by locating in small town America. Wal-Mart located stores in rural towns even before they moved to the suburbs. This would be an example of _____.

- A) behavioral segmentation
- B) psychographic segmentation
- C) geographic segmentation
- D) inter-market segmentation

Answer: <https://biology-forums.com/index.php?topic=414421>

Question 311

Those tall, skinny ads on the side of the Web page are called _____.

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

Answer: <https://biology-forums.com/index.php?topic=415667>

Question 312

Define "buzz marketing." Harley Davidson, maker of the nation's top-selling heavy-weight motorcycles and Vespa (maker of fashionable scooters) are well aware that their owners are fiercely loyal, stylish status seekers and passionate about their bikes. One analyst once claimed that a Harley is a part of the owners' self-expression and lifestyle. Discuss how Harley Davidson and Vespa use public relations and buzz marketing to spread the word about their bikes and the company.

Answer: <https://biology-forums.com/index.php?topic=415116>

Question 313

Amazon.com has redefined and rewritten the rules of marketing in the 21st century. Discuss and apply the five core-marketplace concepts to the company.

Answer: <https://biology-forums.com/index.php?topic=414722>

Question 314

Producers of a strong brand sometimes sell it to dealers only if the dealers will take some or all of the rest of the line. This is _____.

- A) not necessarily illegal
- B) called full-line forcing
- C) a tying agreement
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=416027>

Question 315

GM and Ford's selling automobiles to final consumers is using the _____ channel.

- A) "manufacturer to business distributor to business to customer"
- B) "manufacturer to wholesaler to retailer to consumer"
- C) "manufacturer to retailer to consumer"
- D) "manufacturer to consumer"

Answer: <https://biology-forums.com/index.php?topic=415902>

Question 316

Define packaging. Innovation in product packaging has taken center stage within branding. Discuss, using examples wherever appropriate.

Answer: <https://biology-forums.com/index.php?topic=415094>

Question 317

Morton Salt has expanded its line to include regular iodized salt plus Morton Coarse Kosher Salt, Morton Lite Salt, and Morton Popcorn Salt. Thus, Morton Salt has introduced several _____.

- A) brand extensions
- B) line extensions
- C) licensing
- D) multibranding

Answer: <https://biology-forums.com/index.php?topic=414931>

Question 318

The business segment of the airline industry is an example of _____ demand and the leisure segment of the airline industry is an example of _____.

- A) unitary demand; inelastic demand
- B) inelastic demand; elastic demand
- C) elastic demand; inelastic demand
- D) none of the above are correct

Answer: <https://biology-forums.com/index.php?topic=415621>

Question 319

What are the benefits of direct marketing to both buyers and sellers alike? Discuss.

Answer: <https://biology-forums.com/index.php?topic=415482>

Question 320

_____ are based on real knowledge, opinions or faith, and may or may not carry an emotional charge.

- A) Beliefs
- B) Feelings
- C) Actions
- D) Attitudes

Answer: <https://biology-forums.com/index.php?topic=416110>

Question 321

When companies allow customers to be prosumers rather than consumers, they are said to be engaging in _____.

- A) standardization
- B) customization
- C) customerization
- D) localization

Answer: <https://biology-forums.com/index.php?topic=415561>

Question 322

_____ describe(s) a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea.

- A) Perception
- B) Personality
- C) Attitudes
- D) Motives

Answer: <https://biology-forums.com/index.php?topic=415959>

Question 323

During the 1980s, phrases such as "greed is good" and "shop till you drop" seemed to characterize the American infatuation with false wants and too much materialism.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416354>

Question 324

_____ are prices that buyers carry in their minds and refer to when they look at a given product.

- A) Geographical prices
- B) Promotional prices
- C) EDLP
- D) Reference prices

Answer: <https://biology-forums.com/index.php?topic=415686>

Question 325

Claritas Corporation's PRIZM, which marries a host of demographic factors with lifestyle information, offers a unique combination of variables. This example of multi-variable segmentation is called _____ segmentation.

- A) "geographic"
- B) "behavioral"
- C) "geodemographic"
- D) "demographic"

Answer: <https://biology-forums.com/index.php?topic=414535>

Question 326

_____ is a type of economic discrimination in which major chain retailers avoid placing stores in disadvantaged neighborhoods.

- A) "Redlining"
- B) "Snow-balling"
- C) "Scrambled merchandising"
- D) "Weblining"

Answer: <https://biology-forums.com/index.php?topic=416267>

Question 327

_____ have contractual authority to sell a manufacturer's entire output. The manufacturer either is not interested in the selling function or feels unqualified.

- A) Selling agents
- B) Brokers
- C) Rack jobbers
- D) Agents

Answer: <https://biology-forums.com/index.php?topic=414556>

Question 328

Wal-Mart, the world's largest retailer, treats its _____ as partners in creating and delivering superior customer value.

- A) suppliers
- B) managers
- C) financial intermediaries
- D) customers

Answer: <https://biology-forums.com/index.php?topic=415138>

Question 329

_____ occurred when H&R Block franchisees complained that the parent company began using the Internet to deal directly with customers.

- A) Scrambled merchandising
- B) Vertical channel conflict

- C) Intensive distribution
- D) Horizontal channel conflict

Answer: <https://biology-forums.com/index.php?topic=415928>

Question 330

The second environmentalism wave during the 1970s and 1980s was driven by _____.

- A) environmental groups
- B) government
- C) concerned consumers
- D) consumer self-regulation

Answer: <https://biology-forums.com/index.php?topic=416294>

Question 331

_____ is the marketing logic by which a company hopes to achieve profitable customer relationships.

- A) Being a low-cost operator
- B) A consistent product mix
- C) Marketing strategy
- D) Price

Answer: <https://biology-forums.com/index.php?topic=414904>

Question 332

All of the following are examples of product-oriented mission statements, except which one?

- A) At America Online we provide online services.
- B) At Nike, we sell shoes.
- C) In Disney, we run theme parks.
- D) At Wal-Mart, we deliver low prices every day.

Answer: <https://biology-forums.com/index.php?topic=414850>

Question 333

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 334

Sue Smith is interested in conducting a marketing research study using homemakers in the mid-western U.S. She is ready to embark upon designing the sample for the study. Her primary requirement is to ensure that she can calculate confidence limits for sampling error. Sue is looking into a _____.

- A) nonprobability sample
- B) convenience sample
- C) judgment sample
- D) probability sample

Answer: <https://biology-forums.com/index.php?topic=415609>

Question 335

Evaluating the results of marketing strategies and plans and taking corrective action to ensure that objectives are attained is called _____.

- A) strategic control
- B) operating control
- C) marketing control
- D) none of the above

Answer: <https://biology-forums.com/index.php?topic=414818>

Question 336

An internet website "www.ostrichesonline.com" boasts that it sends newsletters to over 30,000 subscribers and sells over 15,000 ostrich products to satisfied clients in more than 100 countries. This is an example of a _____.

- A) differentiated strategy
- B) undifferentiated strategy
- C) concentrated strategy
- D) micromarketing strategy

Answer: <https://biology-forums.com/index.php?topic=414459>

Question 337

Dynamic pricing is charging different prices, depending on individual customers and situations.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415741>

Question 338

The Generation Xers were born between 1946 and 1964.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415413>

Question 339

The _____ enforces GATT rules.

- A) Common Market
- B) NAFTA
- C) WTO
- D) EU

Answer: <https://biology-forums.com/index.php?topic=415889>

Question 340

Self-service is the basis of all discount operations and is typically used by sellers of convenience goods (supermarkets) and nationally branded, fast-moving shopping goods.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414661>

Question 341

Colgate's decision to pursue China as a possible international market is based on _____.

- A) China's entry into the WTO
- B) the low rate of brushing in China
- C) the market size of China
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415974>

Question 342

_____ should be market oriented and defined in terms of _____.

- A) Long-range plans; company needs
- B) Annual plans; product needs
- C) Strategic plans; company needs
- D) Mission statements; customer needs

Answer: <https://biology-forums.com/index.php?topic=414851>

Question 343

The simplest way to enter a foreign market is through _____.

- A) joint ventures
- B) franchising
- C) exporting
- D) licensing

Answer: <https://biology-forums.com/index.php?topic=415960>

Question 344

Under a contractual VMS, Sears obtains more than 50 percent of its goods from companies that it partially or wholly owns.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416172>

Question 345

A market research manager in a local newspaper wishes to measure the effect of ad size used in the business section of the paper. She should use _____ as a research approach.

- A) focus group interview
- B) experiment
- C) personal interview
- D) observation

Answer: <https://biology-forums.com/index.php?topic=415688>

Question 346

Perhaps the most dramatic new technology in today's "new economy" is _____.

- A) AOL
- B) the Internet
- C) Microsoft Windows XP
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=414548>

Question 347

_____ is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time.

- A) Reach
- B) Gross impressions
- C) Impact
- D) Frequency

Answer: <https://biology-forums.com/index.php?topic=414899>

Question 348

Advertising is a paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415017>

Question 349

There are three major research approaches for gathering primary data. Discuss.

Answer: <https://biology-forums.com/index.php?topic=415852>

Question 350

All of the following are examples of market-oriented mission statements, except which one?

- A) We make the Internet buying experience fast, easy and enjoyable.
- B) We create customer connectivity anytime, anywhere.
- C) We hold online auctions.
- D) We create fantasies.

Answer: <https://biology-forums.com/index.php?topic=414844>

Question 351

E-commerce and the Internet bring many benefits to both buyers and sellers alike. Briefly discuss the benefits to both buyers and sellers.

Answer: <https://biology-forums.com/index.php?topic=415850>

Question 352

A contractual VMS integrates successive stages of production and distribution under single ownership.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416169>

Question 353

When consumers buy a Sony camcorder, Sony and its dealers might give buyers a warranty on parts and workmanship, instructions on how to use the camcorder, quick repair services, and a toll-free number for problems and questions. Sony is augmenting its product around the core benefit and actual product in this case.

- A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415009>

Question 354

At some point, a product's sales growth will slow down, and the product will enter the _____.

- A) introduction stage
- B) maturity stage
- C) decline stage
- D) growth stage

Answer: <https://biology-forums.com/index.php?topic=415255>

Question 355

Business-to-business e-procurement yields many benefits. Explain.

Answer: <https://biology-forums.com/index.php?topic=416236>

Question 356

When Coke launched Vanilla Coke, it distributed more than 1.3 million _____ of the beverage to teens in the mall and other areas.

- A) advertisements
- B) premiums
- C) samples
- D) coupons

Answer: <https://biology-forums.com/index.php?topic=414970>

Question 357

Implementing the research plan is often the hardest step in the research process.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415785>

Question 358

Sales assistants provide managerial support for outside salespeople.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415435>

Question 359

All of the following are examples of macroenvironmental forces, except which one?

- A) research and development
- B) economic
- C) demographic
- D) social and cultural

Answer: <https://biology-forums.com/index.php?topic=415129>

Question 360

In 1999, Starbucks purchased Hear Music and began making compilation music CDs to play and sell in its stores. It has also tested new restaurant concepts, such as Circadia in San Francisco. Starbucks is considering _____.

- A) new product development
- B) market development
- C) market penetration
- D) diversification

Answer: <https://biology-forums.com/index.php?topic=414782>

Question 361

The objective of _____ is to test hypotheses about cause-and-effect relationships.

- A) causal research
- B) exploratory research
- C) descriptive research
- D) marketing research

Answer: <https://biology-forums.com/index.php?topic=415532>

Question 362

Retail convergence is the coming together of _____, _____, and _____.

- A) shoppers; goods; services
- B) services; location; prices
- C) goods; prices; layout
- D) shoppers; prices; layout

Answer: <https://biology-forums.com/index.php?topic=414546>

Question 363

_____ connect a company with its suppliers, distributors, and other outside partners.

- A) Intranets
- B) Internets
- C) Networks
- D) Extranets

Answer: <https://biology-forums.com/index.php?topic=415511>

Question 364

All of the following are reasons for the explosion of junk e-mail messages, except which one?

- A) Dispatching large numbers of messages with a click of the send button is easy.
- B) For the sender, it is quick money.
- C) Sending e-mail messages is very easy.
- D) Sending e-mail messages is very expensive.

Answer: <https://biology-forums.com/index.php?topic=415731>

Question 365

High-priced photographic equipment, designer clothes, and the services of medical or legal specialists fall under the category of _____.

- A) shopping products
- B) unsought goods
- C) specialty products
- D) convenience products

Answer: <https://biology-forums.com/index.php?topic=414798>

Question 366

All of the following statements are true, except which one?

- A) Sound marketing requires a careful customer analysis.
- B) Companies know that they cannot profitably serve all consumers in a given market in the same way.
- C) Most companies are not in a position to serve some segments better than others.
- D) Consumer needs vary considerably.

Answer: <https://biology-forums.com/index.php?topic=414912>

Question 367

When sellers focus on existing needs and lose sight of underlying customer wants, they suffer from marketing myopia.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414636>

Question 368

A _____ consists of one or more independent producers, wholesalers, and retailers.

- A) vertical marketing system
- B) channel level
- C) conventional distribution channel
- D) middleman

Answer: <https://biology-forums.com/index.php?topic=415929>

Question 369

In order to get their new products to market more quickly, many companies are adopting a faster, team-oriented approach called _____.

- A) simultaneous product development
- B) sequential product development

- C) introduction timing
- D) commercialization

Answer: <https://biology-forums.com/index.php?topic=415202>

Question 370

Marketing intelligence is systematic collection and analysis of publicly available information about competitors and developments in the marketplace.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415772>

Question 371

A _____ is one that, by operating in more than one nation, gains marketing, production, R&D, and financial advantages that are not available to purely domestic competitors.

- A) national firm
- B) regional firm
- C) global firm
- D) domestic firm

Answer: <https://biology-forums.com/index.php?topic=415871>

Question 372

Sue Simmons was reviewing online trading Web sites to take control of her personal finances. She is looking for a Web site, which supplies up-to-date financial news, real-time stock quotes, and historical financial market information too. She is looking for Web sites that supply a rich variety of information and will also move her closer to a purchase. Sue is looking for a(an) _____.

- A) Interstitial
- B) corporate Web site
- C) marketing Web site
- D) portal

Answer: <https://biology-forums.com/index.php?topic=415695>

Question 373

All of the following are examples of direct marketing channels, except which one?

- A) Telephone
- B) Catalogs
- C) Company Web sites
- D) All of the above

Answer: <https://biology-forums.com/index.php?topic=415286>

Question 374

_____ calls for testing new-product concepts with groups of target consumers.

- A) Idea generation
- B) Idea screening
- C) Concept development
- D) Concept testing

Answer: <https://biology-forums.com/index.php?topic=415157>

Question 375

Today, as products and services become more and more _____, many companies are moving to a new level in creating value for their customers.

- A) high-tech
- B) commoditized
- C) complex
- D) expensive

Answer: <https://biology-forums.com/index.php?topic=414738>

Question 376

Coca-Cola sells its low-calorie beverage as Diet Coke in North America, the U.K., and the Middle and Far East, but as Coke Light elsewhere. Coca-Cola is positioning the soft drink as a way to feel good about yourself in North America, and the "desire positioning" strategy is used in other parts of the world, exuding a sexy confidence. Coca-Cola is using a _____ strategy.

- A) product adaptation
- B) straight extension
- C) communication adaptation

D) product invention

Answer: <https://biology-forums.com/index.php?topic=416029>

Question 377

The basic types of sales-compensation plans include the _____.

- A) straight commission
- B) salary plus bonus
- C) straight salary method
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415319>

Question 378

To be successful at planning good strategies, companies must also be effective at _____.

- A) marketing audits
- B) marketing control
- C) marketing implementation
- D) marketing analysis

Answer: <https://biology-forums.com/index.php?topic=414944>

Question 379

Differentiated marketing is the practice of tailoring products and marketing programs to suit the tastes of specific individuals and locations.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414673>

Question 380

Companies in the past few years have gotten more "pushy," deemphasizing trade and consumer sales promotion and pouring more marketing dollars into national advertising.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415070>

Question 381

Customer Relationship Management (CRM) is nothing more than a customer data management activity.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414677>

Question 382

A functional discount is also known as a _____.

- A) trade discount
- B) cash discount
- C) quantity discount
- D) seasonal discount

Answer: <https://biology-forums.com/index.php?topic=415661>

Question 383

In a recent Inc. article, some hard lessons of the socially-responsible marketing movement were outlined. All of the following statements are accurate descriptions of the hard lessons of putting "passion before profits," except which one?

- A) Hype is just as important as good social deeds.
- B) Make a solid commitment to change.
- C) The product or service, not the mission, must be socially responsible.
- D) Be proud to be in business.

Answer: <https://biology-forums.com/index.php?topic=416316>

Question 384

A distribution system in which a single firm sets up two or more marketing channels to reach one or more customer segments is called a _____.

- A) horizontal marketing system
- B) multi-channel distribution system

C) vertical marketing system

D) franchise organization

Answer: <https://biology-forums.com/index.php?topic=415973>

Question 385

List and discuss the major decisions a firm faces as it contemplates international marketing.

Answer: <https://biology-forums.com/index.php?topic=416215>

Question 386

All of the following are accurate descriptions of modern marketing today, except which one?

A) Marketing is customer satisfaction at a profit.

B) Marketing is creation of value for customers.

C) Selling and advertising are synonymous with marketing.

D) Marketing involves building and managing profitable customer relationships.

Answer: <https://biology-forums.com/index.php?topic=414356>

Question 387

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 interstitials.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415832>

Question 388

_____ is (are) the qualitative value of a message exposure through a given medium.

A) Media impact

B) Gross impressions

C) Reach

D) Frequency

Answer: <https://biology-forums.com/index.php?topic=414908>

Question 389

All of the following are accurate descriptions of why dot-coms failed, except which one?

A) Dot-coms failed because the Internet lacks the power to enchant and delight customers in ways hitherto unimaginable.

B) Dot-coms failed because of lack of a sound business model.

C) Many failed dot-coms rushed into the market without proper research and planning.

D) Many failed dot-coms relied heavily on spin and hype instead of sound marketing strategies.

Answer: <https://biology-forums.com/index.php?topic=415651>

Question 390

In the _____, the firm faces a trade-off between high market share and high current profit.

A) maturity stage

B) introduction stage

C) decline stage

D) growth stage

Answer: <https://biology-forums.com/index.php?topic=415265>

Question 391

Producers, not intermediaries, play an important role in matching supply and demand.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=416135>

Question 392

All of the following Web sites are examples of marketing Web sites, except which one?

A) Ameritrade or www.ameritrade.com

B) www.nytimes.com

C) Google or www.google.com

D) eBay

Answer: <https://biology-forums.com/index.php?topic=415698>

Question 393

All of the following statements are accurate descriptions of actions to be taken by companies to deal with dissatisfied customers, except which one?

- A) For customers who hold unfavorable attitudes toward a product, the marketer must find ways to change consumer perceptions.
- B) Offer toll-free numbers and Web sites to handle complaints and inquiries.
- C) For customers who do not perceive a need for a product and refrain from purchase, marketers must leave them alone.
- D) Offer live agents or customer service representatives for customers who cannot find answers on the Web site.

Answer: <https://biology-forums.com/index.php?topic=416026>

Question 394

What are some problems with matrix approaches?

Answer: <https://biology-forums.com/index.php?topic=415080>

Question 395

_____ is a period of slow sales growth as the product is introduced into the market. Profits are non-existent in this stage because of the heavy expenses of product introduction.

- A) Growth
- B) Product development
- C) Introduction
- D) Maturity

Answer: <https://biology-forums.com/index.php?topic=415221>

Question 396

In his mid-40s, Arthur Hughes is driven by a sense of adventure, fueled by youthfulness. He has the willingness to accept change, but at the same time he cares for both old and young alike. Arthur most likely belongs to the _____.

- A) Generation X
- B) elderly generation
- C) Generation Y
- D) baby boomer generation

Answer: <https://biology-forums.com/index.php?topic=415361>

Question 397

_____ is the step in the selling process in which the salesperson asks the customer for an order.

- A) Prospecting and qualifying
- B) Presentation
- C) Closing
- D) Follow up

Answer: <https://biology-forums.com/index.php?topic=415210>

Question 398

Starbucks has introduced a debit card, which lets customers prepay for coffee and snacks. Starbucks management is considering whether the company can achieve deeper product development.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414998>

Question 399

Marketers study actual consumer purchases to find out what consumers buy, where they buy, and how much they buy. But learning why consumers buy is not so easy; the answers are often locked in the consumer's _____.

- A) experiences
- B) black box
- C) emotions
- D) feelings

Answer: <https://biology-forums.com/index.php?topic=415870>

Question 400

The Marketing Information System (MIS) begins and ends with _____.

- A) external partners

- B) marketing managers
- C) internal partners
- D) all information users

Answer: <https://biology-forums.com/index.php?topic=415618>

Question 401

Marketers tend to under use _____ or use it as an afterthought.

- A) public relations
- B) personal selling
- C) direct marketing
- D) advertising

Answer: <https://biology-forums.com/index.php?topic=414813>

Question 402

Companies have four choices when it comes to brand development strategies in their efforts to leverage their brands. Using P&G as a case in point, discuss the pros and cons of the four strategies.

Answer: <https://biology-forums.com/index.php?topic=415102>

Question 403

_____ e-commerce sites entail online exchanges in which consumers search out sellers, learn about their offers, and initiate purchases, sometimes even driving transaction terms.

- A) C2C
- B) B2C
- C) B2B
- D) C2B

Answer: <https://biology-forums.com/index.php?topic=415623>

Question 404

Company resources determine which target market strategy is best. When the firm's resources are limited, (a/an) _____ makes the most sense.

- A) differentiated marketing strategy
- B) concentrated marketing strategy
- C) micromarketing
- D) undifferentiated marketing strategy

Answer: <https://biology-forums.com/index.php?topic=414593>

Question 405

Information collected for the specific purpose at hand is called _____.

- A) primary data
- B) experimental research
- C) secondary data
- D) survey research

Answer: <https://biology-forums.com/index.php?topic=415544>

Question 406

Price fixing is _____.

- A) ethical
- B) illegal
- C) legal
- D) practical

Answer: <https://biology-forums.com/index.php?topic=415712>

Question 407

All of the following are accurate descriptions of the impact technology has on our lives, except which one?

- A) In the future, retailers can track real-time merchandise movements in their stores, thus lowering inventory and distribution costs to increase consumer savings.
- B) Consumers are eagerly anticipating the arrival of newer innovations; they are lenient today about the invasion of consumer privacy.
- C) Smart chips embedded in products can target consumers' needs in a relevant way.
- D) Auto-ID technology is a unique partnership among the leading global firms (Wal-Mart, Home Depot, Target, Procter and Gamble) and the world's leading research universities, to improve customer service.

Answer: <https://biology-forums.com/index.php?topic=415238>

Question 408

_____ are "marketspaces," rather than physical marketplaces.

- A) E-tailers
- B) E-markets
- C) E-locations
- D) Traditional retailers

Answer: <https://biology-forums.com/index.php?topic=415576>

Question 409

A company getting ready to launch a new product must make several decisions. However, the company must first decide on _____.

- A) whether to launch the product in a region
- B) timing of the new product introduction
- C) whether to launch the product into full national or international distribution
- D) whether to launch the product in a single location

Answer: <https://biology-forums.com/index.php?topic=415197>

Question 410

An increasingly large number of firms are changing their organizational focus from _____ to _____.

- A) product management to territory management
- B) brand management to customer relationship management
- C) product management to functional management
- D) territory management to functional management

Answer: <https://biology-forums.com/index.php?topic=414947>

Question 411

Often in the decline stage of the PLC, management decides to reduce costs (plant and equipment, R&D, advertising) and hopes sales hold up. This is an example of _____ the product.

- A) ignoring
- B) maintaining
- C) dropping
- D) harvesting

Answer: <https://biology-forums.com/index.php?topic=415351>

Question 412

Marketing intermediaries include resellers, physical distribution firms, marketing services agencies, and financial intermediaries.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415395>

Question 413

In direct marketing, the key is to wait a while before seeking an immediate response from carefully targeted customers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415401>

Question 414

All of the following are accurate descriptions of Generation Y consumers, except which one?

- A) The Generation Y consumers have created large kid and teen markets.
- B) The Generation Yers have strongly established their buying preferences and behaviors.
- C) Generation Y is extremely fluent and comfortable with computer, digital, Internet technology.
- D) The Generation Yers are also known as echo boomers.

Answer: <https://biology-forums.com/index.php?topic=415186>

Question 415

The marketing environment is made up of _____ and _____.

- A) a microenvironment; a macroenvironment
- B) suppliers; intermediaries
- C) wholesalers; retailers

D) competitors; shareholders

Answer: <https://biology-forums.com/index.php?topic=415120>

Question 416

According to the American Customer Satisfaction Index, for each of the last two years, _____ has been rated the highest ever in customer satisfaction for an online service company.

- A) Amazon.com
- B) Nike
- C) Wal-Mart
- D) Ebay

Answer: <https://biology-forums.com/index.php?topic=414401>

Question 417

What is our business? Who is our customer? What do our customers value? What should our business be? All these simple-sounding questions define a firm's _____.

- A) marketing and functional strategies
- B) mission statement
- C) business portfolio
- D) objectives and goals

Answer: <https://biology-forums.com/index.php?topic=414731>

Question 418

Tom Delgado, an insurance agent, was deciding whether to make a personal visit to the client's home, to telephone the customer, or to send a letter. Further, he had to decide on the best timing to call the customer. Tom was engaging in _____ stage of the personal selling process.

- A) presentation and demonstration
- B) prospecting and qualifying
- C) pre-approach
- D) approach

Answer: <https://biology-forums.com/index.php?topic=415360>

Question 419

The product management organizational format was founded by Procter and Gamble.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414992>

Question 420

A(n) _____ integrates successive stages of production and distribution under single ownership.

- A) corporate VMS
- B) contractual VMS
- C) conventional marketing channel
- D) administered VMS

Answer: <https://biology-forums.com/index.php?topic=415946>

Question 421

The collection of businesses and products that make up a company is called its _____.

- A) strategic plan
- B) mission statement
- C) business portfolio
- D) strategic business unit

Answer: <https://biology-forums.com/index.php?topic=414743>

Question 422

Product quality means performance quality and conformance quality.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415066>

Question 423

Using a _____ the producer directs its marketing activities (primarily personal selling and trade promotion) toward channel members to induce them to carry the product and to promote it to final consumers.

- A) pull strategy
- B) trade promotion
- C) push strategy
- D) personal selling strategy

Answer: <https://biology-forums.com/index.php?topic=414819>

Question 424

_____ tries to explain cause-and-effect relationships.

- A) Descriptive research
- B) Ethnographic research
- C) Exploratory research
- D) Experimental research

Answer: <https://biology-forums.com/index.php?topic=415730>

Question 425

Define "social marketing." With the aid of an example, explain why it entails more than just advertising.

Answer: <https://biology-forums.com/index.php?topic=415085>

Question 426

Horizontal marketing systems are also known as hybrid marketing channels.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416193>

Question 427

All of the following are steps in the strategic planning process, except which one?

- A) Setting company objectives and goals
- B) Planning marketing and other functional strategies
- C) Collaborating with suppliers on all fronts
- D) Defining the company mission.

Answer: <https://biology-forums.com/index.php?topic=414834>

Question 428

A(n) _____ allows the firm to achieve a strong market position because of its greater knowledge of consumer needs in the niches it serves and the special reputation it acquires.

- A) concentrated marketing strategy
- B) undifferentiated marketing strategy
- C) differentiated marketing strategy
- D) mass marketing strategy

Answer: <https://biology-forums.com/index.php?topic=414447>

Question 429

Lavanya Pradeep is part of the 45 million consumers born between 1965 and 1976, characterized as being skeptical and cynical of frivolous marketing pitches. She is part of a group called the _____.

- A) "Generation X"
- B) "Generation Y"
- C) "Baby Boom" generation
- D) "Elderly"

Answer: <https://biology-forums.com/index.php?topic=415241>

Question 430

_____ is a form of countertrade, in which the seller receives full payment in cash but agrees to spend a portion of the money in the other country within a stated time period.

- A) Buyback
- B) Counterpurchase
- C) Barter
- D) Compensation

Answer: <https://biology-forums.com/index.php?topic=415927>

Question 431

A _____ is a name, term, sign, symbol, or design or a combination of these that identifies the maker or seller of a product or service.

- A) corporation
- B) place
- C) brand
- D) firm

Answer: <https://biology-forums.com/index.php?topic=414854>

Question 432

Given below are four major products. Each product has some drawbacks. Using the societal product classification in the text, classify each product. Some situations require moral decisions to be made. In your own words give the pro's and con's of each moral dilemma and your decision.

- a) Marketing of cigarettes to ethnic groups
- b) Life insurance
- c) Weight loss pills have serious side effects
- d) Electric cars are not a commercial reality

Answer: <https://biology-forums.com/index.php?topic=416368>

Question 433

The American family has undergone significant change over the years. Explain.

Answer: <https://biology-forums.com/index.php?topic=416238>

Question 434

Assume you are an international marketing consultant. A major multi-national conglomerate marketing/selling: high-tech goods, high-touch goods, bicycles, coffee, and greeting cards is looking to reassess its international marketing strategies. The company needs assistance in developing a global marketing program. Explain the strategies best suited to the different product categories.

Answer: <https://biology-forums.com/index.php?topic=416240>

Question 435

Products that give both high immediate satisfaction and high long-run benefits are called _____.

- A) desirable products
- B) deficient products
- C) pleasing products
- D) salutary products

Answer: <https://biology-forums.com/index.php?topic=416320>

Question 436

All of the following companies are likely to use a direct marketing channel, except which one?

- A) Marketers of perishable products
- B) Marketers of high-tech products
- C) Confectionary marketers, such as Mars Inc., selling candies through supermarkets
- D) Direct marketers such as Land's End and Amazon.com

Answer: <https://biology-forums.com/index.php?topic=416068>

Question 437

Measuring the communication effects of an ad, called _____, can be done before or after an ad is printed or broadcast.

- A) copy testing
- B) frequency
- C) reach
- D) continuity

Answer: <https://biology-forums.com/index.php?topic=414933>

Question 438

All of the following are accurate descriptions of the social criticisms of advertising, except which one?

- A) Advertising is not deceptive.
- B) Advertising is excessive.
- C) Madison Avenue uses the mass media to create materialistic models of the good life.
- D) Advertising makes us buy things we don't want.

Answer: <https://biology-forums.com/index.php?topic=416276>

Question 439

"Pet rocks" are a classic example of a _____.

- A) fad
- B) fashion product
- C) style product
- D) none of the above

Answer: <https://biology-forums.com/index.php?topic=415280>

Question 440

A form of competition-based pricing is going-rate pricing; a firm bases its price largely on competitors' prices, with less attention to its own costs or to demand.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415824>

Question 441

Advertising includes point-of-purchase displays, premiums, discounts, and coupons.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415020>

Question 442

Starbucks sells an "experience" creating an environment in which people can relax and socialize over a cup of steaming coffee. This example illustrates that Starbucks is using _____ such as sociability to target heavy coffee drinkers.

- A) personality traits
- B) motivational factors
- C) psychological factors
- D) self-concept profiles

Answer: <https://biology-forums.com/index.php?topic=416086>

Question 443

Recent studies show that consumers are not accessing information on the Internet before making major life decisions.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415779>

Question 444

The objective of descriptive research is to test hypotheses about cause-and-effect relationships.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415791>

Question 445

Companies using the percentage-of-sales method set the budget at the level management thinks the company can afford.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415084>

Question 446

The purpose of _____ is to generate a large number of ideas.

- A) idea screening
- B) marketing strategy development
- C) concept development and testing
- D) idea generation

Answer: <https://biology-forums.com/index.php?topic=415140>

Question 447

Ikea, the Swedish furniture retailer has successfully targeted the needs of divorced couples and one parent households. These households make up

- _____.
- A) working households
 - B) family households
 - C) traditional households
 - D) non-family households

Answer: <https://biology-forums.com/index.php?topic=415315>

Question 448

The _____ is a philosophy of customer satisfaction and _____.

- A) product concept; mutual gain
- B) production concept; mutual gain
- C) marketing concept; mutual gain
- D) selling concept; mutual gain

Answer: <https://biology-forums.com/index.php?topic=416244>

Question 449

According to the authors of your textbook, marketers should pay attention to income distribution as well as average income. Explain why.

Answer: <https://biology-forums.com/index.php?topic=415471>

Question 450

Charles Schwab reaches customers by telephone, over the Internet, and through its branch offices. It invites its customers to "call, click, or visit" Schwab. Schwab uses a _____.

- A) vertical marketing system
- B) franchise format
- C) horizontal marketing system
- D) a multi-channel distribution system

Answer: <https://biology-forums.com/index.php?topic=415970>

Question 451

_____ are huge superstores, perhaps as large as six football fields. Although they have been very successful in Europe and other world markets, they have met with little success in the United States.

- A) Factory outlet stores
- B) Supercenters
- C) Category killer stores
- D) Hypermarkets

Answer: <https://biology-forums.com/index.php?topic=414446>

Question 452

_____ differs from exporting in that the company joins with a host country partner to sell or market abroad.

- A) Direct investment
- B) Joint venturing
- C) An export union
- D) A wholly-owned subsidiary

Answer: <https://biology-forums.com/index.php?topic=416100>

Question 453

With the advent of technology and increased competition across several industries, companies need growth if they are to compete more effectively. Achieving profitable growth requires companies to lay down marketing strategies. Using the product/market expansion grid to identify growth opportunities, apply it to Wal-Mart, the world's largest retailer.

Answer: <https://biology-forums.com/index.php?topic=415104>

Question 454

Under _____, the market consists of many buyers and sellers who trade over a range of prices rather than a single market price.

- A) pure competition
- B) oligopolistic competition
- C) monopolistic competition
- D) a pure monopoly

Answer: <https://biology-forums.com/index.php?topic=415546>

Question 455

_____ refers to weeding out weaker brands and focusing marketing dollars only on brands that can achieve the number one or number two market-share positions in a category. P&G, Frito Lay are a few marketers pursuing this strategy.

- A) Brand extension branding
- B) Multi-brand strategy
- C) Mega-brand strategy
- D) Line extension branding

Answer: <https://biology-forums.com/index.php?topic=414972>

Question 456

Philips Lightings' Earth Light compact fluorescent light bulbs, which provide good lighting at the same time that they give long life and energy savings, is an example of a pleasing product.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416333>

Question 457

Sense-of-mission marketing means the company should define its mission in broad social terms rather than narrow product terms.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416337>

Question 458

Products that give both high immediate satisfaction and high long-run benefits are called pleasing products.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416332>

Question 459

Prices can be reduced temporarily to create excitement for a product or to draw more customers into a retail store. In this example, the store is pursuing a general objective based on an _____ which affects pricing decisions.

- A) environmental factor
- B) external factor
- C) economic factor
- D) internal factor

Answer: <https://biology-forums.com/index.php?topic=415502>

Question 460

The search for new-product ideas should be systematic rather than haphazard.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415384>

Question 461

What is the Consumers Union? List and discuss the benefits offered by the Consumers Union.

Answer: <https://biology-forums.com/index.php?topic=416362>

Question 462

Marketers are always trying to spot _____ in order to discover new products that might be wanted.

- A) subcultures
- B) social classes
- C) market segments
- D) cultural shifts

Answer: <https://biology-forums.com/index.php?topic=415882>

Question 463

Companies seeking a balance between standardization and adaptation, "think globally, but act locally."

- A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=416145>

Question 464

The 1980s was labeled the _____. Personal ambition, materialism and greed abounded during the period.

- A) "me-society"
- B) decade of shortages
- C) decade of innovations
- D) "we-society"

Answer: <https://biology-forums.com/index.php?topic=415364>

Question 465

_____ are networks that connect people within a company to each other and to the company network.

- A) Bits
- B) Bytes
- C) Extranets
- D) Intranets

Answer: <https://biology-forums.com/index.php?topic=415503>

Question 466

A(n) _____ focuses on what is common in the needs of consumers rather than what is different.

- A) differentiated marketing strategy
- B) undifferentiated marketing strategy
- C) marketing strategy
- D) concentrated marketing strategy

Answer: <https://biology-forums.com/index.php?topic=414431>

Question 467

All of the following are accurate descriptions of activities performed in the idea screening stage of new product development, except which one?

- A) Many companies require their executives to write up new product ideas on a standard form that can be reviewed by a new-product committee.
- B) Idea screening helps spot good ideas and drop poor ones as soon as possible.
- C) Setting up a toll-free number or Web site for anyone who wants to send a new idea to the idea manager.
- D) Companies want to go ahead only with the product ideas that will turn into profitable products.

Answer: <https://biology-forums.com/index.php?topic=415155>

Question 468

All of the following are accurate descriptions of ways companies are anxious to learn how to improve the odds of new-product success, except which one?

- A) To learn lessons from new product failures.
- B) Do not overly rely on product innovation when you can succeed by copying others.
- C) Companies have to learn to understand their own consumers.
- D) Find out what successful new products have in common.

Answer: <https://biology-forums.com/index.php?topic=415112>

Question 469

Wal-Mart is well known in retailing circles for its good old "tough buying" tactics. It treats its customers well; however, it wrings low prices from suppliers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414651>

Question 470

Viral marketing is considered to be the Internet's version of traditional _____ marketing.

- A) sweepstakes
- B) word-of-mouth
- C) sponsorship
- D) cyber marketing

Answer: <https://biology-forums.com/index.php?topic=415716>

Question 471

Internal marketing information collected for other purposes is complete and in the right form for making marketing decisions.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415770>

Question 472

A company with limited resources might decide to serve all segments of a market.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415027>

Question 473

Advertisers must develop a compelling _____ that brings the message strategy to life in a distinctive and memorable way.

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

Answer: <https://biology-forums.com/index.php?topic=414874>

Question 474

Channel member disagreements over channel goals, roles, and rewards generate _____.

- A) channel loyalty
- B) value
- C) channel conflict
- D) channel levels

Answer: <https://biology-forums.com/index.php?topic=415908>

Question 475

Adapting the firm to take advantage of opportunities in its constant changing environment is called _____.

- A) Long-range planning
- B) strategic planning
- C) annual planning
- D) Short-range planning

Answer: <https://biology-forums.com/index.php?topic=414728>

Question 476

F All of the above are reasons why companies are using third-part logistics' providers, except which one?

- A) Outsourcing typically results in 15 to 30 percent cost savings.
- B) Outsourcing logistics frees a company to focus more intensely on its core competencies.
- C) Since getting the product to market is their main focus, these providers can often do it more efficiently and at a lower cost.
- D) Integrated logistics' companies do not understand increasingly complex logistics environments.

Answer: <https://biology-forums.com/index.php?topic=416097>

Question 477

All of the following are reasons that a firm might want to abandon products or markets, except which one?

- A) The firm has grown too fast.
- B) The economic climate is showing signs of recovery.
- C) The market environment might change, making some of the products less profitable.
- D) A strong competitor has opened shop next door.

Answer: <https://biology-forums.com/index.php?topic=414886>

Question 478

The _____ concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfaction better than competitors do.

- A) product
- B) selling
- C) production

D) marketing

Answer: <https://biology-forums.com/index.php?topic=414591>

Question 479

Define strategic planning. Discuss the steps in strategic planning.

Answer: <https://biology-forums.com/index.php?topic=415074>

Question 480

Unlike voluntary chains and retail cooperatives, franchises are normally based on some unique product or service.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414699>

Question 481

All of the following are benefits of direct marketing, except which one?

- A) Direct marketing is the fastest-growing form of marketing.
- B) Direct marketing is convenient, easy to use, and private.
- C) The Internet provides access to domestic markets only and not global markets that might otherwise be out of reach.
- D) Direct marketing is immediate and interactive.

Answer: <https://biology-forums.com/index.php?topic=415232>

Question 482

There are three major types of vertical marketing systems. Explain.

Answer: <https://biology-forums.com/index.php?topic=416222>

Question 483

List the major components of a research plan.

Answer: <https://biology-forums.com/index.php?topic=415858>

Question 484

_____ combine manufacturers' outlets with off-price retail stores and department store clearance outlets.

- A) Category killer stores
- B) Factory outlet malls
- C) Value-retail centers
- D) Discount stores

Answer: <https://biology-forums.com/index.php?topic=414539>

Question 485

45 million babies born between 1965 and 1976 lie in the shadows of the boomers and lack obvious distinguishing characteristics. They are the Generation Y segment.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415426>

Question 486

Price elasticity is a measure of the sensitivity of demand to changes in prices.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415798>

Question 487

Today, as products and services become more commoditized, many companies are creating less value for their customers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414990>

Question 488

Using _____, the seller absorbs all or part of the actual freight charges in order to get the desired business. It is used for market penetration and to

hold on to increasingly competitive markets.

- A) EDLP
- B) Freight-absorption pricing
- C) FOB-origin pricing
- D) target cost pricing

Answer: <https://biology-forums.com/index.php?topic=415703>

Question 489

"Only by seeing the world through its customers' eyes can the company build lasting and profitable customer relationships" reflects the _____ principle.

- A) consumer-oriented marketing
- B) value marketing
- C) enlightened marketing
- D) innovative marketing

Answer: <https://biology-forums.com/index.php?topic=416308>

Question 490

Define customer equity. The authors of your text classify customers into one of four relationship groups, based on profitability and projected loyalty. Discuss.

Answer: <https://biology-forums.com/index.php?topic=414710>

Question 491

_____ are used to receive orders from television and print ads, direct mail, or catalogs.

- A) Direct-mail marketing
- B) Inbound toll-free 800 numbers
- C) Outbound toll-free 800 numbers
- D) All of the above

Answer: <https://biology-forums.com/index.php?topic=415247>

Question 492

All of the following are accurate descriptions of new-product development approaches used by companies in the commercialization phase of the process, except which one?

- A) The simultaneous team-based approach can be riskier and more costly than the slower, more orderly sequential approach.
- B) New-product development teams in the simultaneous approach tend to stay with the new product from start to finish.
- C) In the simultaneous approach, top management gives the product development team general strategic direction but no clear-cut product idea or work plan.
- D) In order to get their new products to market more quickly, many companies are adopting a faster approach called sequential product development.

Answer: <https://biology-forums.com/index.php?topic=415209>

Question 493

Define regional free trade zones. List and explain the formation of the major economic blocs and their implications for marketers.

Answer: <https://biology-forums.com/index.php?topic=416229>

Question 494

What is the difference between self-service, limited-service and full-service retailers?

Answer: <https://biology-forums.com/index.php?topic=414712>

Question 495

New products fail due to several reasons. Although an idea may be good, the market size may have been overestimated.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415382>

Question 496

The product concept exists as a prototype of the actual product.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415414>

Question 497

The shift toward informality, creating demand for casual clothing and simpler home furnishings are an example of recent _____.

- A) cultural shifts in the U.S.
- B) influences from abroad
- C) changes in the ethnic mix in the U.S.
- D) changes in social class structure of the U.S.

Answer: <https://biology-forums.com/index.php?topic=415886>

Question 498

Lifestyle is a person's pattern of living as expressed in his or her _____.

- A) psychographics
- B) geodemographics
- C) geographics
- D) demographics

Answer: <https://biology-forums.com/index.php?topic=415922>

Question 499

Wholesaling done by buyers or sellers is called _____.

- A) limited-service wholesaling
- B) manufacturer sales branches and offices
- C) merchant wholesaling
- D) independent wholesaling

Answer: <https://biology-forums.com/index.php?topic=414572>

Question 500

More than one-half of Honda's scooter sales are to young professionals and older buyers; 15 percent are purchased by the over-50 group. This reflects Honda's use of _____.

- A) behavioral segmentation
- B) psychographic segmentation
- C) geographic segmentation
- D) demographic segmentation

Answer: <https://biology-forums.com/index.php?topic=414391>

Question 501

The home-shopping channel is a form of direct-response television marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415457>

Question 502

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 503

All of the following statements are accurate descriptions of motivation research, except which one?

- A) Also known as qualitative research, motivation research is designed to probe consumers' hidden, subconscious motivations.
- B) Motivational researchers use techniques, such as sentence completion tests and word association tests, to uncover deeper motives for their product choices.
- C) Humans do not feel the urge to satisfy the most important need first, followed by the next most important need.
- D) Human needs are arranged in a hierarchy, from basic physiological needs to self-actualization at the top.

Answer: <https://biology-forums.com/index.php?topic=416095>

Question 504

All of the following are accurate descriptions of the role marketing plays in a company's strategic planning, except which one?

- A) Once a unit's objectives are set, marketing's task is to cautiously help carry them out profitably.
- B) Marketing provides inputs to strategic market planners.
- C) Marketing provides a guiding philosophy.
- D) Marketing designs strategies for reaching the unit's objectives.

Answer: <https://biology-forums.com/index.php?topic=414980>

Question 505

_____ traditional image has long been symbolized by the salesman in the blue suit, crisp white shirt, and red tie, an imposing fellow far more comfortable in corporate America's plush executive suites than in the cramped quarters of some fledgling entrepreneur.

- A) IBM's
- B) Dell's
- C) HP's
- D) Boeing's

Answer: <https://biology-forums.com/index.php?topic=415158>

Question 506

The _____ starts with the factory, focusing upon the company's existing products; it calls for heavy selling and promotion to obtain profitable sales.

- A) marketing concept
- B) product concept
- C) selling concept
- D) production concept

Answer: <https://biology-forums.com/index.php?topic=414457>

Question 507

A customer database includes comprehensive consumer data about individual customers or prospects, including _____.

- A) demographic data
- B) psychographic and behavioral data
- C) geographic data
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415295>

Question 508

There are three major types of vertical marketing systems: _____, _____, and _____.

- A) corporate VMS; conventional channel; vertical VMS
- B) hybrid; corporate; contractual
- C) producer; dealer; administered VMS
- D) corporate VMS; contractual VMS; administered VMS

Answer: <https://biology-forums.com/index.php?topic=415940>

Question 509

A customer mailing list is simply a set of names, addresses, and telephone numbers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415431>

Question 510

B2C companies put more of their funds into advertising, followed by sales promotion, personal selling, and then public relations. This indicates that B2C companies tend to use _____ more in favor of the _____.

- A) push strategy; pull strategy
- B) consumer advertising; trade promotion
- C) trade promotion; pull strategy
- D) pull strategy; push strategy

Answer: <https://biology-forums.com/index.php?topic=414832>

Question 511

_____ are useful articles imprinted with an advertiser's name that are given as gifts to consumers.

- A) Premiums
- B) Advertising specialties
- C) Rebates
- D) Cents-off deals

Answer: <https://biology-forums.com/index.php?topic=414979>

Question 512

_____ is the total combined customer lifetime values of all the company's customers.

- A) Customer-lifetime value
- B) Share of customer
- C) Customer equity
- D) Profitability

Answer: <https://biology-forums.com/index.php?topic=414528>

Question 513

All of the following are accurate descriptions of test marketing, except which one?

- A) Test marketing costs can be high, and it takes time that may allow competitors to gain advantages.
- B) Test marketing by consumer-packaged goods firms has been increasing in recent years.
- C) Test marketing is the stage at which the product and marketing program are introduced into realistic market settings.
- D) Companies often do not test market simple line extensions.

Answer: <https://biology-forums.com/index.php?topic=415191>

Question 514

Currency limits and changing exchange rates create high risks for sellers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416182>

Question 515

_____ is the value of the customer relationships that the brand creates.

- A) Brand valuation
- B) TQM
- C) Customer equity
- D) Brand equity

Answer: <https://biology-forums.com/index.php?topic=414909>

Question 516

_____ can reach masses of geographically dispersed buyers at a low cost per exposure, and it enables the seller to repeat a message many times.

- A) Advertising
- B) Sales promotion
- C) PR
- D) Personal selling

Answer: <https://biology-forums.com/index.php?topic=414792>

Question 517

All of the following are major internal sources of new-product ideas, except which one?

- A) Intrapreneurial programs that encourage employees to think and develop new-product ideas is a good way to generate ideas.
- B) Good ideas come from watching and listening to customers.
- C) Some companies employ creative approaches, including both "method and madness" in helping them to generate new product ideas.
- D) Picking the brains of company executives, scientists, engineers and salespeople is a good way to generate ideas.

Answer: <https://biology-forums.com/index.php?topic=415122>

Question 518

Standard markup pricing ignores demand and competitor prices.

- A) True
- B) False

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

Question 519

Kinko's differentiates its offer through strong branding and advertising, reducing the impact of price. Because there are so many competitors in such markets, each firm is less affected by competitors' pricing strategies. Kinko's operates under _____.

- A) oligopolistic competition
- B) monopolistic competition
- C) pure competition
- D) a pure monopoly

Answer: <https://biology-forums.com/index.php?topic=415550>

Question 520

All of the following are accurate descriptions of environmental sustainability, except which one?

- A) Some companies are making sustainability central to their core missions.
- B) Enlightened companies are taking action, not because someone is forcing them to or to reap short-run profits, but because it is the right thing to do for the company and for the planet's environmental future.
- C) Most companies have responded to consumer environmental concerns by doing only what is required to avert new regulations or to keep environmentalists green.
- D) Environmental sustainability is about generating profits while helping to save the planet.

Answer: <https://biology-forums.com/index.php?topic=416296>

Question 521

_____ has certain drawbacks. The partners may disagree over investment, marketing, or other policies. Whereas many U.S. firms like to reinvest earnings for growth, local firms often prefer to take out these earnings; whereas U.S. firms emphasize the role of marketing, local investors may rely on selling.

- A) Licensing
- B) Joint ownership
- C) Direct Investment
- D) Contract manufacturing

Answer: <https://biology-forums.com/index.php?topic=415995>

Question 522

All of the following statements are accurate descriptions of the EU, except which one?

- A) There is no free movement of labor and capital across member nations within the EU.
- B) Today, the EU has 15 member nations that belong together.
- C) The EU was formed in 1957 and was then called the Common Market.
- D) The EU accounts for 20 percent of the world's exports.

Answer: <https://biology-forums.com/index.php?topic=415900>

Question 523

_____ involves planning, implementing, and controlling the physical flow of goods, services, and related information from points of origin to points of consumption to meet customer requirements at a profit.

- A) Physical distribution management
- B) ERP
- C) CRM
- D) Supply chain management

Answer: <https://biology-forums.com/index.php?topic=416081>

Question 524

All of the following are generic market-oriented mission statements, except which one?

- A) We are committed to feed the hungry and poor on this planet.
- B) We are committed to serving and enhancing the quality of life of cultures and communities everywhere on this planet.
- C) We strive very hard to serve the needs of all stakeholders, whether they are customers, suppliers, employees, or shareholders, to the highest ethical standards of integrity.
- D) none of the above

Answer: <https://biology-forums.com/index.php?topic=414869>

Question 525

All of the following phrases reflect a firm's value proposition, except which one?

- A) Porsche promises driving performance and excitement.
- B) Cheer laundry detergent promises powerful cleaning at all temperatures.
- C) Altoids is positioned as "the curiously strong mint."
- D) All of the above are correct.

Answer: <https://biology-forums.com/index.php?topic=414413>

Question 526

The success of a firm hinges upon the performance of the entire _____.

- A) marketing department's effort
- B) product mix offerings
- C) organizational structure
- D) supply chain

Answer: <https://biology-forums.com/index.php?topic=414576>

Question 527

All of the phrases below reflect the definition of customer-perceived value, except which one?

- A) The benefits of undergraduate tuition at state schools are judged to be reasonable and fair in comparison to competing private schools.
- B) Alex brought home his Lexus for \$45,000; he luxuriated in the handling and smell of the leather interior.
- C) FedEx offers reliable package delivery at a reasonable price.
- D) All of the above are correct.

Answer: <https://biology-forums.com/index.php?topic=414475>

Question 528

Developing the product concept into a physical product in order to ensure that the product idea can be turned into a workable product is called product development.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415421>

Question 529

People are usually not influenced by reference groups to which they belong.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416165>

Question 530

Consumer products are products and services bought for personal consumption. They include _____, _____, and _____.

- A) convenience; shopping; specialty products
- B) industrial; consumer; convenience products
- C) industrial; convenience; shopping products
- D) core; actual; augmented products

Answer: <https://biology-forums.com/index.php?topic=414771>

Question 531

Buyers normally do not compare _____; they invest only the time needed to reach dealerships carrying the wanted products.

- A) unsought products
- B) shopping products
- C) convenience products
- D) specialty products

Answer: <https://biology-forums.com/index.php?topic=414793>

Question 532

Define sales promotion. Next, list and describe the many tools marketers use to accomplish sales promotion objectives.

Answer: <https://biology-forums.com/index.php?topic=415113>

Question 533

Under _____, the market consists of one seller.

- A) a pure monopoly
- B) oligopolistic competition
- C) pure competition
- D) monopolistic competition

Answer: <https://biology-forums.com/index.php?topic=415563>

Question 534

The distinction between a consumer product and an industrial product is based on the purpose for which the product is bought.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415037>

Question 535

Moving products and materials from the suppliers to the factory is called _____.

- A) reverse distribution
- B) intermodal transportation
- C) outbound distribution
- D) inbound distribution

Answer: <https://biology-forums.com/index.php?topic=416033>

Question 536

Given the rising costs of selling, personal selling should be made only when necessary and to high-potential customers and prospects.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415419>

Question 537

Communication adaptation is a global communication strategy of fully adapting advertising messages to local markets.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416206>

Question 538

Before deciding which foreign markets to enter, the ABC Corporation of N.Y. should try to _____.

- A) define its policies
- B) decide what volume of foreign sales it wants
- C) define its objectives
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=416090>

Question 539

Five characteristics of new products affect its rate of adoption. Explain.

Answer: <https://biology-forums.com/index.php?topic=416227>

Question 540

A(n) _____ is a _____ in which a channel member links several stages in the production-distribution process.

- A) contractual VMS; franchise organization
- B) administered VMS; franchise organization
- C) contractual VMS; conventional channel
- D) corporate VMS; franchise organization

Answer: <https://biology-forums.com/index.php?topic=415955>

Question 541

Managers use marketing research to _____.

- A) assess market potential and market share
- B) measure the effectiveness of pricing, product, distribution, and promotion activities
- C) understand customer satisfaction and purchase behavior
- D) all the above

Answer: <https://biology-forums.com/index.php?topic=415624>

Question 542

Age is often a poor predictor of a person's life cycle, health, work or family status, needs or buying power. For example, some 70-year-olds require wheelchairs; others play tennis. Also, some 40-year-olds are sending their children off to college, others are just beginning families. Thus, when using age and life-cycle segmentation marketers must guard against _____.

- A) demographic segments
- B) stereotypes
- C) behavioral segments
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=414545>

Question 543

The goal of the selling process is to _____.

- A) maintain existing customer accounts
- B) solicit new orders from customers
- C) acquire new customers
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415345>

Question 544

The _____ organizational format was founded by Procter and Gamble in 1929.

- A) functional
- B) product management
- C) market management
- D) geographic

Answer: <https://biology-forums.com/index.php?topic=414959>

Question 545

A _____ is any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives.

- A) public
- B) a cartel
- C) corporation
- D) group of nations

Answer: <https://biology-forums.com/index.php?topic=415307>

Question 546

In the BCG matrix, income from _____ will help finance the company's question marks and stars.

- A) cash cows
- B) sales revenue
- C) SBUs
- D) dogs

Answer: <https://biology-forums.com/index.php?topic=414968>

Question 547

The 1980s was labeled as the "we society." Personal ambition, materialism and greed abounded during the period.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415443>

Question 548

Companies today have moved away from mass marketing and toward market segmentation and targeting. Describe the three major steps in target marketing and discuss how the steps fit together.

Answer: <https://biology-forums.com/index.php?topic=414697>

Question 549

Under the _____, each manager must look beyond what is legal and allowed and develop standards based on personal integrity, corporate conscience, and long-run consumer welfare.

- A) marketing concept
- B) product concept
- C) societal marketing concept
- D) selling concept

Answer: <https://biology-forums.com/index.php?topic=416327>

Question 550

Companies seeking a balance between standardization and adaptation ____.

- A) are the exception rather than the rule
- B) "think locally and act locally"
- C) "think globally and act globally"
- D) "think globally but act locally"

Answer: <https://biology-forums.com/index.php?topic=416112>

Question 551

To ensure that the company achieves the sales, profits, and other goals set out in its annual marketing plan is called ____.

- A) strategic control
- B) marketing control
- C) operating control
- D) marketing audit

Answer: <https://biology-forums.com/index.php?topic=414821>

Question 552

Setting a low initial price to attract a large number of buyers is called ____.

- A) market-penetration pricing
- B) optional-product pricing
- C) product line pricing
- D) market-skimming pricing

Answer: <https://biology-forums.com/index.php?topic=415631>

Question 553

Spam is ruining the rich potential of e-mail for companies that want to use it as a legitimate marketing tool.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415751>

Question 554

_____ has tracked consumer values' trends for years.

- A) Wal-Mart
- B) Coca-Cola Company
- C) General Electric
- D) The Yankelovich Monitor

Answer: <https://biology-forums.com/index.php?topic=415225>

Question 555

_____ involves a review of the sales, costs, and profit projections for a new product to find out whether they satisfy the company's objectives.

- A) Idea screening
- B) Concept development and testing
- C) Business analysis
- D) Idea generation

Answer: <https://biology-forums.com/index.php?topic=415171>

Question 556

The consumer black box is made up of two parts: first, the buyer's characteristics and then the ____.

- A) marketing stimuli
- B) buyer responses
- C) environmental stimuli
- D) buyer decision process

Answer: <https://biology-forums.com/index.php?topic=415873>

Question 557

Management must think hard about which _____ it should try to build into stars and which should be phased out.

- A) "Question Marks"
- B) "Stars"
- C) "Dogs"
- D) "Cash cows"

Answer: <https://biology-forums.com/index.php?topic=414776>

Question 558

The distribution of income in the United States has created a(n) _____.

- A) comfortable middle class
- B) two-tiered market
- C) shrinking middle class
- D) unhealthy economy

Answer: <https://biology-forums.com/index.php?topic=415269>

Question 559

During the 1960s, as young Generation Xers by the thousands were buying their first cars, the VW Beetle blossomed into an unlikely icon.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415374>

Question 560

E-commerce is more specific than _____.

- A) E-procurement
- B) E-business
- C) E-marketing
- D) the intranet

Answer: <https://biology-forums.com/index.php?topic=415570>

Question 561

By early 2003, Internet penetration in the United States had reached close to _____.

- A) 50 percent
- B) 30 percent
- C) 100 percent
- D) 67 percent

Answer: <https://biology-forums.com/index.php?topic=415547>

Question 562

Evaluate the differences between the four types of consumer products. Also evaluate the difference between a consumer product and an industrial product.

Answer: <https://biology-forums.com/index.php?topic=415078>

Question 563

All of the following statements are true, except which one?

- A) Strategic planning is crucial to a small company's future.
- B) Management should focus on promising growth opportunities, not waste energy trying to salvage fading ones.
- C) Strategic planning cannot help small business managers anticipate problem situations that are likely to occur in the near future.
- D) Small businesses can benefit from sound strategic planning.

Answer: <https://biology-forums.com/index.php?topic=414889>

Question 564

_____ are government limits on the amount of foreign exchange with other countries and on the exchange rate against other currencies.

- A) Exchange controls
- B) Nontariff trade barriers
- C) Quotas
- D) Embargos

Answer: <https://biology-forums.com/index.php?topic=415885>

Question 565

Both proponents and skeptics alike have argued that e-marketing detracts from offline or in-store marketing. Explain. Next, discuss the benefits of integrating online selling with in-store selling using an example.

Answer: <https://biology-forums.com/index.php?topic=415838>

Question 566

Most international trade involves counterpurchases.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416179>

Question 567

Management must decide whether to maintain, harvest, or drop aging products in the _____ of the PLC.

- A) introduction stage
- B) decline stage
- C) growth stage
- D) maturity stage

Answer: <https://biology-forums.com/index.php?topic=415298>

Question 568

A marketing channel is also known as an intermediary.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416127>

Question 569

A seller might charge \$10 per unit for less than 100 units, \$9 per unit for 100 or more units. Such _____ are price reductions to buyers who buy large volumes.

- A) seasonal discounts
- B) cash discounts
- C) quantity discounts
- D) functional discounts

Answer: <https://biology-forums.com/index.php?topic=415658>

Question 570

The choice of a target market strategy depends upon many factors. _____ strategy is more suited for uniform products such as grapefruit or steel.

- A) Differentiated marketing
- B) Micromarketing strategy
- C) Undifferentiated marketing
- D) Concentrated marketing

Answer: <https://biology-forums.com/index.php?topic=414590>

Question 571

The Monitor service by Yankelovich and Partners sells information on important scanner data from a panel of households nationally.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415815>

Question 572

All of the following are accurate reasons why manufacturers give some of the selling job to channel partners, except which one?

- A) The use of intermediaries results from their greater efficiency in making goods available to target markets.
- B) Intermediaries transform the assortments of products made by producers into the assortments wanted by consumers.
- C) Manufacturers give up some control over how and to whom the products are sold.
- D) Through their contacts, experience, specialization, and scale of operation, intermediaries usually offer the firm more than it can achieve on its own.

Answer: <https://biology-forums.com/index.php?topic=415869>

Question 573

Marketers typically have paid the most attention to the smaller upper crust of the _____. These segments have gone by other names: "yuppies," "bumpies," and "DINKS."

- A) Generation Y
- B) elderly generation
- C) baby boomer generation
- D) Generation X

Answer: <https://biology-forums.com/index.php?topic=415274>

Question 574

All of the following are "sources" used to recruit salespeople, except which one?

- A) The HR department looks for applicants by contacting college students.
- B) Many companies are adding Web-based training to their sales training programs.
- C) The HR department looks for applicants by contacting employment agencies.
- D) The Human Resources (HR) department looks for applicants by getting names from current salespeople.

Answer: <https://biology-forums.com/index.php?topic=415270>

Question 575

Each layer of marketing intermediaries that performs some work in bringing the product and its ownership closer to their final buyers is called a(an)_____.

- A) channel level
- B) intermediary
- C) indirect marketing channel
- D) direct marketing channel

Answer: <https://biology-forums.com/index.php?topic=415881>

Question 576

A Lamborghini automobile is a(an) _____ because buyers are usually willing to travel great distances to buy one.

- A) specialty product
- B) unsought product
- C) convenience product
- D) shopping product

Answer: <https://biology-forums.com/index.php?topic=414790>

Question 577

The _____ of the product mix refers to how closely related the various product lines are in end use, production requirements, distribution channels, or some other way.

- A) inconsistency
- B) width
- C) depth
- D) consistency

Answer: <https://biology-forums.com/index.php?topic=414888>

Question 578

A forum may take the form of a _____.

- A) library
- B) a classified ad directory
- C) "chat room" for real-time message exchanges
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415620>

Question 579

The _____ is a 56-year old treaty designed to promote world trade by reducing tariffs and other international trade barriers.

- A) WTO
- B) EU
- C) GATT
- D) GATS

Answer: <https://biology-forums.com/index.php?topic=415894>

Question 580

In the Boston Consulting Group approach, relative market share provides a measure of market attractiveness.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414989>

Question 581

_____, such as AOL, Comuserve, and Earthlink, are click-only companies that provide Internet and e-mail connections for a fee.

- A) Internet Service Providers (ISPs)
- B) Enabler sites
- C) Content sites

D) Transaction sites

Answer: <https://biology-forums.com/index.php?topic=415638>

Question 582

Few large sellers who are highly sensitive to each other's pricing and marketing strategies make up the market. The product can be uniform (steel, aluminum) or non-uniform (cars, computers). It is difficult for new sellers to enter the market under _____.

- A) monopolistic competition
- B) pure competition
- C) a regulated monopoly
- D) oligopolistic competition

Answer: <https://biology-forums.com/index.php?topic=415556>

Question 583

High selectivity, low cost, immediacy, and interactive capabilities are all characteristics of _____ as an advertising medium.

- A) the Internet
- B) newspapers
- C) magazines
- D) radio

Answer: <https://biology-forums.com/index.php?topic=414914>

Question 584

_____ is a global communication strategy of fully adapting advertising messages to local markets.

- A) Straight extension
- B) Product adaptation
- C) Dual adaptation
- D) Communication adaptation

Answer: <https://biology-forums.com/index.php?topic=416025>

Question 585

_____ is international trade involving the direct or indirect exchange of goods for other goods instead of cash.

- A) Globalization
- B) Regionalization
- C) Barter
- D) Countertrade

Answer: <https://biology-forums.com/index.php?topic=415921>

Question 586

Italian eyewear maker Luxottica produces famous name-brands, such as Ray-Ban, Vogue, Anne Klein, Ferragamo, and Armani. The brands are sold through LensCrafters and Sunglass Hut, which it also owns. Leadership through common ownership is an example of _____.

- A) an administered VMS
- B) a contractual VMS
- C) a conventional marketing channel
- D) a corporate VMS

Answer: <https://biology-forums.com/index.php?topic=415942>

Question 587

To the extent that a company can position itself as providing superior value, it gains _____.

- A) profitability
- B) market share
- C) positioning
- D) competitive advantage

Answer: <https://biology-forums.com/index.php?topic=414515>

Question 588

The marketing process begins, continues, and ends with profits.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414617>

Question 589

Today the low cost of setting up shop on the Internet makes it lucrative to pursue niche markets.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414670>

Question 590

A marketing channel that has no intermediary levels is called an indirect marketing channel.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416146>

Question 591

_____ firms actively seek out ways to protect the long-run interests of their consumers and the environment.

- A) Legal
- B) Socially-responsible
- C) Multi-national
- D) Domestic

Answer: <https://biology-forums.com/index.php?topic=415211>

Question 592

Gap has branched out to target consumers at different life stages. In addition to its standard line of clothing, the retailer offers Baby Gap, Gap Kids, and Gap Maternity. Consumers represent the _____ for Gap.

- A) demographic user
- B) middleman
- C) business user
- D) target market

Answer: <https://biology-forums.com/index.php?topic=414585>

Question 593

_____ is the tendency of people to screen out most of the information to which they are exposed.

- A) Selective attention
- B) Selective distortion
- C) Perception
- D) Selective retention

Answer: <https://biology-forums.com/index.php?topic=415949>

Question 594

Define marketing planning. Briefly outline the major steps in a marketing plan.

Answer: <https://biology-forums.com/index.php?topic=415098>

Question 595

The _____ deals with worldwide trade in banking, securities, insurance and services.

- A) WTO
- B) GATT
- C) GATS
- D) EU

Answer: <https://biology-forums.com/index.php?topic=415892>

Question 596

It is often said that some products, such as insurance, real estate, and cars, are sold, not bought. This is consistent with _____.

- A) high-pressure selling tactics of some marketers
- B) the product concept
- C) the production concept
- D) the marketing concept

Answer: <https://biology-forums.com/index.php?topic=416258>

Question 597

Multi-channel distribution systems offer many advantages, such as _____.

- A) allowing the company to expand its sales
- B) allowing companies to tailor their products and services to the specific needs of diverse customer segments
- C) allowing the company to expand its market coverage
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415975>

Question 598

_____ is the approach used when firms move away from scattering their marketing efforts, and start to focus on a group of buyers with similar needs and interests.

- A) Market segmentation
- B) Mass marketing
- C) "The shotgun approach"
- D) "The rifle approach"

Answer: <https://biology-forums.com/index.php?topic=414397>

Question 599

All of the following are accurate descriptions of the major economic environmental variables, except which one?

- A) Cost-of-living increases affect spending patterns.
- B) Saving and borrowing patterns of consumers vary by income levels.
- C) Interest-rate fluctuations affect home buying patterns.
- D) Marketers should be aware of the shortage of raw materials.

Answer: <https://biology-forums.com/index.php?topic=415272>

Question 600

The response to the well-known Wal-Mart cheer which always ends with the closing question, "Who's number 1?" is _____.

- A) the customer, always!
- B) low prices, always low prices
- C) Wal-Mart, Always!
- D) Exxon Mobil

Answer: <https://biology-forums.com/index.php?topic=414378>

Question 601

Define disintermediation. Discuss the opportunities and threats presented by disintermediaries to other channel members.

Answer: <https://biology-forums.com/index.php?topic=416198>

Question 602

_____ is setting the competitive positioning for the product and creating a detailed marketing mix.

- A) Market Positioning
- B) Market segmentation
- C) Micromarketing
- D) Target marketing

Answer: <https://biology-forums.com/index.php?topic=414362>

Question 603

Over a 15-year period, NAFTA will eliminate all trade barriers and investment restrictions among Brazil, Chile and Argentina.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416161>

Question 604

_____ is the interpersonal arm of the promotion mix.

- A) Personal selling
- B) Sales promotion
- C) Direct Marketing
- D) Advertising

Answer: <https://biology-forums.com/index.php?topic=415124>

Question 605

An external macroenvironmental factor for Procter and Gamble (P&G) is the _____.

- A) economic environment facing P&G
- B) location of distribution centers
- C) financial condition of its competitors
- D) number of people working at the store

Answer: <https://biology-forums.com/index.php?topic=415207>

Question 606

Intel and Microsoft have been accused of covert, high-tech computer chip and software invasions of customers' personal computers to obtain information for marketing purposes. This reflects interest in the issues of _____.

- A) economic environment
- B) ethics and social responsibility
- C) preservation of the natural environment
- D) technology

Answer: <https://biology-forums.com/index.php?topic=415327>

Question 607

Giving a limited number of dealers the exclusive right to distribute the company's products in their territories is called _____.

- A) exclusive distribution
- B) partner relationship management
- C) intensive distribution
- D) selective distribution

Answer: <https://biology-forums.com/index.php?topic=415990>

Question 608

_____ measure subjects' physical responses.

- A) Questionnaires
- B) Focus group interviews
- C) Mechanical devices
- D) Internal databases

Answer: <https://biology-forums.com/index.php?topic=415603>

Question 609

_____ are costs that do not vary with production or sales level.

- A) Total costs
- B) Fixed costs
- C) Variable costs
- D) Target costs

Answer: <https://biology-forums.com/index.php?topic=415527>

Question 610

The decision to position the product on high performance quality will mean that the seller must charge a _____.

- A) standard price to cover lower costs
- B) higher price to cover higher costs
- C) lower price to cover higher costs
- D) lower price to cover lower costs

Answer: <https://biology-forums.com/index.php?topic=415512>

Question 611

Folkways, norms, taboos, and values are all elements of the _____.

- A) political environment
- B) cultural environment
- C) economic environment
- D) legal environment

Answer: <https://biology-forums.com/index.php?topic=415934>

Question 612

Sales promotion entails building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.

- A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415002>

Question 613

All of the following are examples of hidden costs in the decline stage of the PLC, except which one?

- A) Carrying a weak product requires advertising and sales force attention that might be better used to make "healthy" products more profitable.
- B) A weak product may take up too much of management's time.
- C) Carrying a weak product is not necessarily bad for a firm's future.
- D) Carrying a weak product requires frequent price and inventory adjustments.

Answer: <https://biology-forums.com/index.php?topic=415346>

Question 614

Estee Lauder offers dozens of different products aimed at different market segments. Estee Lauder uses a differentiated marketing strategy.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414640>

Question 615

Marketing strategy is the marketing logic by which a company hopes to achieve profitable customer relationships.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414995>

Question 616

All of the following statements are true, except which one?

- A) An off-site location takes entrepreneurs too far away from the scene of the fires they spend time stamping out.
- B) It is important to do strategic planning at a site very close to the office.
- C) An off-site location offers neutral ground where employees can be much more candid during strategic planning efforts.
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=414892>

Question 617

Companies are allowing key customers and value-network members to access account and product information and other data on demand from _____.

- A) web pages
- B) the Intranet
- C) the extranet
- D) the internet

Answer: <https://biology-forums.com/index.php?topic=415630>

Question 618

A _____ is a strong internal stimulus that calls for action.

- A) drive
- B) personality
- C) perception
- D) motive

Answer: <https://biology-forums.com/index.php?topic=415956>

Question 619

Advertising is prayed for, while public relations is paid for.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415011>

Question 620

All of the following are accurate descriptions of practical problems faced by marketers using the PLC concept, except which one?

- A) The PLC concept can be used to develop marketing strategies.
- B) The PLC concept can be used to determine the factors that affect the product's movement through the stages.
- C) The PLC concept can be used as framework to describe how products and markets work.

D) The PLC concept can be used to forecast product performance.

Answer: <https://biology-forums.com/index.php?topic=415313>

Question 621

Define channel conflict. Distinguish between horizontal conflict and vertical conflict in channels.

Answer: <https://biology-forums.com/index.php?topic=416216>

Question 622

A company needs to avoid major positioning errors. The errors are _____.

- A) over-positioning
- B) under-positioning
- C) confused positioning
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=414484>

Question 623

All of the following phrases reflect the marketing concept, except which one?

- A) We don't have a Marketing Department, we have a Customer Department.
- B) We stay close to customers.
- C) Putting profits ahead of customer needs is critical to the health of the firm.
- D) We make it happen for you.

Answer: <https://biology-forums.com/index.php?topic=414383>

Question 624

_____ means that the service firm must effectively train and motivate its customer-contact employees and supporting service people to work as a team to provide customer satisfaction.

- A) External marketing
- B) High-touch marketing
- C) Interactive marketing
- D) Internal marketing

Answer: <https://biology-forums.com/index.php?topic=414957>

Question 625

Direct marketing includes all of the following tools, except which one?

- A) telephone marketing
- B) sales presentations
- C) catalogs
- D) kiosks

Answer: <https://biology-forums.com/index.php?topic=414758>

Question 626

VALS classifies people according to two major dimensions: primary motivations and _____.

- A) personality
- B) resources
- C) achievement and self expression
- D) values

Answer: <https://biology-forums.com/index.php?topic=415926>

Question 627

One distinguishing characteristic of Generation Xers is their utter fluency and comfort with computer, digital, and internet technology.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415434>

Question 628

All of the following statements are accurate descriptions of the benefits of branding to buyers, except which one?

- A) Branding helps the seller to segment markets.
- B) Buyers who always buy the same brand know that they will get the same features, benefits and quality each time they buy.
- C) Brand names help consumers identify products that might benefit them.

D) All of the above

Answer: <https://biology-forums.com/index.php?topic=414859>

Question 629

A firm has total fixed costs of \$8,000,000; its price is \$20.00 per unit above its variable costs. What is its break-even point in units?

- A) 200,000
- B) 4,000,000
- C) The break-even point cannot be determined here.
- D) 400,000

Answer: <https://biology-forums.com/index.php?topic=415616>

Question 630

The philosophy of _____ holds that a company's marketing should support the best long-run performance of the marketing system.

- A) capitalistic marketing
- B) plain vanilla marketing
- C) myopic marketing
- D) enlightened marketing

Answer: <https://biology-forums.com/index.php?topic=416306>

Question 631

The new view of marketing is to acquire, retain, and grow profitable customers. In years past, companies did not have to worry about losing dissatisfied customers; an endless supply of new customers kept replacing them. This so-called _____ approach to marketing, whereby companies took their customers for granted is a thing of the past.

- A) modern marketing
- B) product-centric
- C) customer-centric
- D) leaky bucket

Answer: <https://biology-forums.com/index.php?topic=414504>

Question 632

_____ consists of short-term incentives to encourage the purchase or sales of a product or service.

- A) Advertising
- B) Direct marketing
- C) Sales Promotion
- D) Personal selling

Answer: <https://biology-forums.com/index.php?topic=414945>

Question 633

Southwest Airlines started by serving intra-state, no-frills commuters in Texas before it started targeting broader markets. This was not a wise move.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414663>

Question 634

A(n) _____ is a specific communication task to be accomplished with a specific target audience during a specific period of time.

- A) advertising budget
- B) advertising campaign
- C) advertising objective
- D) advertising strategy

Answer: <https://biology-forums.com/index.php?topic=414835>

Question 635

All of the following Web sites are examples of portals, except which one?

- A) Excite
- B) Google
- C) Yahoo
- D) EBay

Answer: <https://biology-forums.com/index.php?topic=415701>

Question 636

Unsolicited, unwanted commercial e-mail messages that clog up our e-mailboxes is called _____.

- A) a router
- B) a portal
- C) spam
- D) a Web community

Answer: <https://biology-forums.com/index.php?topic=415713>

Question 637

_____ (is/are) electronic collections of information obtained from data sources within the company.

- A) Marketing research
- B) Marketing intelligence
- C) External databases
- D) Internal databases

Answer: <https://biology-forums.com/index.php?topic=415501>

Question 638

Customer-perceived value depends on the product's perceived performance relative to a buyer's expectations.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414687>

Question 639

U.S. companies must lower their ethical standards to compete effectively in countries with lower standards.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416331>

Question 640

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 641

All of the following marketing practices harm other companies and reduce competition, except which one?

- A) Acquisition of competitors is detrimental to other businesses.
- B) Unfair competitive marketing practices hurt other businesses.
- C) Marketing practices that create barriers to entry are harmful to other businesses.
- D) Marketers practicing caring capitalism hurt other businesses.

Answer: <https://biology-forums.com/index.php?topic=416281>

Question 642

The Wheeler-Lea Act was enacted giving the _____ power to regulate "unfair or deceptive acts or practices."

- A) FTC
- B) ADA
- C) FDA
- D) FCC

Answer: <https://biology-forums.com/index.php?topic=416255>

Question 643

When insurance companies were found to be gouging residents of New York and Washington D.C. in the wake of the September 11th terrorist attacks, they were accused of redlining.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416353>

Question 644

The _____ sees the world as one market. It minimizes the importance of national boundaries and develops "supranational" brands.

- A) domestic firm
- B) national
- C) global firm
- D) regional firm

Answer: <https://biology-forums.com/index.php?topic=415874>

Question 645

_____ consists of creating new products or services for foreign markets.

- A) Communication adaptation
- B) Straight extension
- C) Product invention
- D) Product adaptation

Answer: <https://biology-forums.com/index.php?topic=416022>

Question 646

The EU represents the highest level of economic integration among 15 European member countries.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416156>

Question 647

All of the following are accurate descriptions of trends in wholesaling, except which one?

- A) Progressive wholesalers constantly watch for better ways to meet the changing needs of their suppliers and target customers.
- B) Wholesalers remain vulnerable to price increases and the winnowing out of suppliers who are not adding value based on quality and cost.
- C) Wholesalers recognize that in the long run, they need to add value by increasing the efficiency and effectiveness of the entire marketing channel.
- D) All of the above

Answer: <https://biology-forums.com/index.php?topic=414609>

Question 648

Mary Foster has embarked on a new e-greeting card online venture. She is talking to Web site developers about ways to get customers to do the marketing for her Web site. She is working on developing a Web site, which helps visitors design their own e-cards and pass it along to their friends and family. Mary is using _____.

- A) e-mail marketing
- B) E-business
- C) viral marketing
- D) E-marketing

Answer: <https://biology-forums.com/index.php?topic=415689>

Question 649

All of the following are different ways the Internet is changing the rules of pricing for both sellers and buyers, except which one?

- A) The Internet is ushering in a new era of fluid pricing.
- B) Sellers can charge lower prices and reap higher margins.
- C) Sellers can monitor customer behavior and tailor offers to individuals.
- D) All of the above are accurate descriptions of dynamic pricing on the Web.

Answer: <https://biology-forums.com/index.php?topic=415732>

Question 650

Under a corporate VMS, Zara controls almost every aspect of the supply chain, from design and production to its own worldwide distribution network.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416178>

Question 651

Researchers usually start by gathering primary data.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415801>

Question 652

Direct marketing is merely another marketing channel with no intermediaries. It is a misnomer to consider it as an element of the marketing communications mix.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415404>

Question 653

The tendency of people to interpret information in a way that will support what they already believe is called _____.

- A) perception
- B) selective attention
- C) selective distortion
- D) selective retention

Answer: <https://biology-forums.com/index.php?topic=415951>

Question 654

The major forms of direct response direct marketing include _____.

- A) direct-response advertising
- B) home shopping channels
- C) kiosks
- D) both A and B are correct

Answer: <https://biology-forums.com/index.php?topic=415266>

Question 655

When Hilton Hotels exports management services around the world, they are involved in _____.

- A) franchising
- B) contract manufacturing
- C) management contracting
- D) licensing

Answer: <https://biology-forums.com/index.php?topic=415985>

Question 656

All of the following are major steps in target marketing, except which one?

- A) Market segmentation
- B) Target marketing
- C) Macro-marketing
- D) Market positioning

Answer: <https://biology-forums.com/index.php?topic=414364>

Question 657

Salespeople are sometimes accused of _____ that persuade people to buy goods that they had no thought of buying.

- A) high pressure selling tactics
- B) delivering smooth product pitches
- C) delivering canned product presentations
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=416257>

Question 658

In _____, the company charges the same price plus freight to all customers, regardless of their location.

- A) FOB-origin pricing
- B) EDLP
- C) Target cost pricing
- D) Uniform-delivered pricing

Answer: <https://biology-forums.com/index.php?topic=415700>

Question 659

_____ are usually low priced, and marketers place them in many locations to make them readily available when customers need them.

- A) Core products
- B) Convenience products
- C) Actual products
- D) Shopping products

Answer: <https://biology-forums.com/index.php?topic=414774>

Question 660

_____ is a joint venture in which a company contracts with manufacturers in a foreign market to produce the product or provide its service.

- A) Licensing
- B) Contract manufacturing
- C) Management contracting
- D) Joint ownership

Answer: <https://biology-forums.com/index.php?topic=415987>

Question 661

The EU is a free-trade agreement among 15 member countries in Europe.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416154>

Question 662

Survey research, the most widely used method for primary data collection, is the approach best suited for gathering exploratory information.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415826>

Question 663

The pollution prevention cell in the environmental sustainability grid shows how the company's products and services, processes, and policies must evolve and what new technologies must be developed to get there.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416339>

Question 664

Developing the research plan for collecting information guides the entire research process.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415793>

Question 665

Using a _____, a company first groups accounts into different classes, according to size, account status, or other factors related to the amount of effort required to maintain them.

- A) company approach
- B) account approach
- C) workload approach
- D) payload approach

Answer: <https://biology-forums.com/index.php?topic=415148>

Question 666

_____ is international trade involving the direct exchange of goods for other goods instead of cash.

- A) Countertrade
- B) Globalization
- C) Compensation
- D) Barter

Answer: <https://biology-forums.com/index.php?topic=415924>

Question 667

Coca-Cola licenses bottlers in various markets who buy Coca-Cola syrup concentrate and then bottle and sell the finished product to retailers in local markets. This is an example of a(an)_____.

- A) service firm-sponsored retailer franchise system
- B) manufacturer-sponsored-wholesaler franchise system
- C) manufacturer-sponsored-retailer franchise system
- D) administered VMS

Answer: <https://biology-forums.com/index.php?topic=415952>

Question 668

Describe the impact of globalization on marketing today. Use examples if necessary.

Answer: <https://biology-forums.com/index.php?topic=414716>

Question 669

GATT stands for worldwide trade in banking, securities, and insurance services.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416150>

Question 670

In a subsistence economy, the vast majority of people engage in _____.

- A) technology
- B) manufacturing
- C) agriculture
- D) investments

Answer: <https://biology-forums.com/index.php?topic=415913>

Question 671

_____ are also known as wholesale clubs or membership warehouses.

- A) Franchises
- B) Warehouse clubs
- C) Chain stores
- D) Merchandising conglomerates

Answer: <https://biology-forums.com/index.php?topic=414468>

Question 672

Before conducting _____, the information needed is clearly defined.

- A) focus group research
- B) experimental research
- C) exploratory research
- D) descriptive research

Answer: <https://biology-forums.com/index.php?topic=415743>

Question 673

Under monopolistic competition, Canadian pickle marketer Bick's sets its pickles apart from other brands by using both price and non-price factors.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415781>

Question 674

Henry Ford's philosophy was to perfect the Model T so that its cost could be reduced further for increased consumer affordability. This reflects the _____.

- A) marketing concept
- B) product concept
- C) production concept
- D) selling concept

Answer: <https://biology-forums.com/index.php?topic=414419>

Question 675

The set of marketing tools a firm uses to implement its marketing strategy is called the _____.

- A) promotion mix
- B) marketing mix
- C) product mix
- D) TQM

Answer: <https://biology-forums.com/index.php?topic=414463>

Question 676

Pick any automobile company and apply the PLC concepts to each of these cases: product class, product form and a brand; style, fashion and fad products.

Answer: <https://biology-forums.com/index.php?topic=415478>

Question 677

_____ begins when the company finds and develops a new-product idea. During product development, sales are zero and the company's investment costs mount.

- A) Maturity
- B) Product development
- C) Growth
- D) Introduction

Answer: <https://biology-forums.com/index.php?topic=415218>

Question 678

All of the following statements are accurate descriptions of an undifferentiated marketing strategy, except which one?

- A) The strategy relies on mass distribution and mass advertising, and it aims to give the product a superior image in people's minds.
- B) Most modern marketers are optimistic about the strategy in the future.
- C) A firm using this strategy might decide to ignore market differences and target the whole market with one offer.
- D) Mass marketers often have trouble competing with more focused firms that do a better job of satisfying the needs of specific segments and niches.

Answer: <https://biology-forums.com/index.php?topic=414436>

Question 679

Define viral marketing. What is the link between viral marketing and word-of-mouth communication? Discuss the benefits of viral marketing.

Answer: <https://biology-forums.com/index.php?topic=415864>

Question 680

_____ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

- A) Motivation
- B) Personality
- C) Self-concept
- D) Perception

Answer: <https://biology-forums.com/index.php?topic=415945>

Question 681

_____ is the process of dividing a market into smaller groups of buyers with distinct needs, characteristics, or behaviors who might require separate products or marketing mixes.

- A) Positioning
- B) Target marketing
- C) Market segmentation
- D) None of the above is correct

Answer: <https://biology-forums.com/index.php?topic=414358>

Question 682

Define new-product development. Outline the major steps in the new product development process.

Answer: <https://biology-forums.com/index.php?topic=415464>

Question 683

E-locations are "marketspaces," rather than physical marketplaces.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415803>

Question 684

All of the following are examples of e-tailers, except which one?

- A) Office Depot
- B) Dell
- C) Amazon.com

D) Bank of America

Answer: <https://biology-forums.com/index.php?topic=415497>

Question 685

When Campbell sells Cajun soup in Louisiana and Mississippi and makes its nacho cheese soup spicier in Texas and California, Campbell is said to be employing _____ segmentation.

- A) psychographic
- B) demographic
- C) geographic
- D) behavioral

Answer: <https://biology-forums.com/index.php?topic=414370>

Question 686

When a company has identified several alternative channels, each alternative should be evaluated against _____, _____, and _____.

- A) economic criteria; control criteria; adaptive criteria
- B) economic criteria; social criteria; control criteria
- C) cost; efficiency; control
- D) reach; frequency; control criteria

Answer: <https://biology-forums.com/index.php?topic=416007>

Question 687

All of the following are accurate descriptions of the goals of the logistics system, except which one?

- A) The goal of marketing logistics should be to provide a targeted level of customer service at the least cost.
- B) Minimum distribution costs imply slower delivery, smaller inventories, and larger shipping lots, which imply a lower level of overall customer service.
- C) Maximum customer service implies rapid delivery, large inventories, flexible assortments, liberal returns' policies, and other services, all of which raise distribution costs.
- D) All logistics systems can both maximize customer service and minimize distribution costs.

Answer: <https://biology-forums.com/index.php?topic=416042>

Question 688

Today, almost two-thirds of U.S. households surf the Internet.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415813>

Question 689

Companies increasingly are partnering with other members of the supply chain to improve the performance of the customer _____.

- A) experience
- B) value-delivery network
- C) satisfaction
- D) none of the above

Answer: <https://biology-forums.com/index.php?topic=414895>

Question 690

All of the following are characteristics of the decline stage of the PLC, except which one?

- A) As sales and profits decline, some firms withdraw from the market.
- B) Some firms modify the market.
- C) Some firms prune their product offerings.
- D) Some firms drop smaller market segments and marginal trade channels.

Answer: <https://biology-forums.com/index.php?topic=415302>

Question 691

A(n) _____ is a ban on the import of a certain product.

- A) exchange control
- B) embargo
- C) quota
- D) tariff

Answer: <https://biology-forums.com/index.php?topic=415883>

Question 692

All of the following statements accurately reflect the requisites of new-product success, except which one?

- A) At firms known for their new-product success, their culture does not encourage, support, and reward innovation.
- B) New-product success requires a total-company commitment.
- C) Thinking of a few good ideas, turning them into products, and finding customers for them.
- D) A systematic approach for finding new ways to create value for target consumers, from generating and screening new-product ideas to creating and rolling out want-satisfying products to customers.

Answer: <https://biology-forums.com/index.php?topic=415214>

Question 693

_____ consists of the activities people are expected to perform according to the persons around them.

- A) Exercise
- B) Aerobics
- C) A status
- D) A role

Answer: <https://biology-forums.com/index.php?topic=415910>

Question 694

A service provider's task is to make the service tangible in one or more ways and to send the right signals about quality. Also known as _____, the service organization presents its customers with organized, honest evidence of its capabilities.

- A) evidence management
- B) showcasing
- C) intangibility
- D) marketing

Answer: <https://biology-forums.com/index.php?topic=414949>

Question 695

Carlos Romero, a Hispanic American, tends to buy branded, high-quality products. He is characterized as being brand loyal, shows a preference for advertisements in Spanish language media and tends to make shopping a family affair. Carlos belongs to the _____.

- A) Hispanic subculture group
- B) nationality-based subculture
- C) subcultural group consisting of almost 35 million consumers
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=416083>

Question 696

All of the following are examples of nonprobability samples, except which one?

- A) Simple random sample
- B) Quota sample
- C) Judgment sample
- D) Convenience sample

Answer: <https://biology-forums.com/index.php?topic=415602>

Question 697

All of the following are accurate descriptions of the buyer decision process, except which one?

- A) The most effective sources tend to be those controlled by the marketer.
- B) A need can be triggered by internal or external stimuli
- C) The buying process starts with need recognition.
- D) Personal sources, commercial sources, public sources and experiential sources are places where consumers can obtain information.

Answer: <https://biology-forums.com/index.php?topic=416055>

Question 698

All of the following marketing practices prevent new companies from entering an industry, except which one?

- A) Large companies can tie up suppliers or dealers to keep out or drive out competitors.
- B) Large firms develop their own new products.
- C) Large companies can use heavy promotion expenditure levels to keep out competitors.
- D) Large firms can use patents to keep new entrants at bay.

Answer: <https://biology-forums.com/index.php?topic=416280>

Question 699

Frequent purchases, little planning, low customer involvement, low prices, widespread distribution and convenient locations are examples of _____.

- A) specialty products
- B) unsought goods
- C) convenience products
- D) shopping products

Answer: <https://biology-forums.com/index.php?topic=414978>

Question 700

Customer value is defined as the customer's evaluation of the perceived difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414682>

Question 701

Unlike former strategic planning efforts, today's strategic planning has been centralized.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415053>

Question 702

All of the following are accurate descriptions of the changing consumer legislation, except which one?

- A) The European Commission has been active in establishing a new framework of laws covering competitive behavior, product standards, etc. for the EU nations.
- B) Norway welcomes several forms of sales promotion, such as trading stamps, contests and premiums.
- C) Thailand requires food processors selling national brands to sell lower-priced versions too.
- D) In India, food companies must seek special approval to launch brands that duplicate those already on the market.

Answer: <https://biology-forums.com/index.php?topic=415260>

Question 703

_____ are standards that state the amount a salesperson should sell and how sales should be divided among the company's products.

- A) Sales incentives
- B) Limits
- C) Sales quotas
- D) Sales reports

Answer: <https://biology-forums.com/index.php?topic=415176>

Question 704

_____ provide the hardware and software that enable Internet communication and commerce.

- A) Transaction sites
- B) Enabler sites
- C) ISPs
- D) Content sites

Answer: <https://biology-forums.com/index.php?topic=415644>

Question 705

_____ is a principle of enlightened marketing that holds that a company should make marketing decisions by considering consumers' wants, company's requirements, consumers' long-run interests, and society's long-run interests.

- A) value marketing
- B) consumer-oriented marketing
- C) societal marketing
- D) sense-of-mission marketing

Answer: <https://biology-forums.com/index.php?topic=416312>

Question 706

Distribution channel decisions often involve short-term commitments to other firms.

- A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=416124>

Question 707

_____ have become one of the hottest growth areas in retailing. They are now moving upscale; the discounts offered by them are getting smaller. They are located far from urban areas, making travel to them more difficult.

- A) Retail cooperatives
- B) Franchise organizations
- C) Factory outlet malls
- D) Discount stores

Answer: <https://biology-forums.com/index.php?topic=414465>

Question 708

Geographical segmentation calls for dividing the market into different geographical units such as nations, regions, counties, cities, even neighborhoods.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414619>

Question 709

The production concept and product concept are two philosophies that can both lead to marketing myopia.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414662>

Question 710

Manufacturers today do business with large _____ organizations such as Wal-Mart, Target, Home Depot, Costco, and Best Buy.

- A) reseller
- B) financial service
- C) physical distribution
- D) marketing service agency

Answer: <https://biology-forums.com/index.php?topic=415147>

Question 711

A motive is a need that is sufficiently pressing to direct the person to seek satisfaction.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416207>

Question 712

All of the following are accurate descriptions of the pitfalls of team selling, except which one?

- A) Some salespeople may have trouble learning to work with and trust others on a team.
- B) Difficulties in evaluating individual contributions to the team selling effort can create some sticky compensation issues.
- C) Selling teams can confuse or overwhelm customers who are used to working with only one salesperson.
- D) All of the above

Answer: <https://biology-forums.com/index.php?topic=415164>

Question 713

Museums may charge a lower admission price to students and senior citizens. Under _____, different customers pay different prices for the same product or service.

- A) allowance pricing
- B) product-bundle pricing
- C) segmented pricing
- D) psychological pricing

Answer: <https://biology-forums.com/index.php?topic=415669>

Question 714

The new breed of _____ ads uses glitzy features such as animation, interactive links, streaming video, and personalized audio messages to reach out and grab attention.

- A) e-mail
- B) voice-mail
- C) fax mail
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415254>

Question 715

Target costing is pricing that starts with an ideal selling price, then targets costs that will ensure that the price is met.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415752>

Question 716

Push money includes cash or gifts to dealers or their sales forces to "push" the manufacturer's goods.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415000>

Question 717

What is Engel's law? Explain.

Answer: <https://biology-forums.com/index.php?topic=415474>

Question 718

Satisfied customers often switch to competitors and disparage the product to others.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414639>

Question 719

In order to install an idea management system, whereby all ideas are directed to a central point, a company can do any or all of the following:

- A) Reward employees through formal recognition programs.
- B) Create a cross-functional idea management committee comprising of people from R&D, finance, engineering and operations to meet and evaluate new product ideas.
- C) Appoint a respected senior person to be the firm's idea manager.
- D) All of the above are legitimate ways to systematically collect ideas.

Answer: <https://biology-forums.com/index.php?topic=415137>

Question 720

All of the following are functions performed by channel members, except which one?

- A) Information gathering
- B) Contacting prospective buyers
- C) Promotion of offers
- D) All of the above are correct

Answer: <https://biology-forums.com/index.php?topic=415872>

Question 721

Auction sites such as eBay take _____ for transactions conducted on their sites.

- A) referral income
- B) subscription fees
- C) commissions
- D) advertising income

Answer: <https://biology-forums.com/index.php?topic=415704>

Question 722

A brand can be positioned at any of three levels. The strongest brands go beyond attribute or benefit positioning. They are positioned on _____.

- A) profit maximization
- B) value pricing
- C) strong beliefs and values
- D) none of the above

Answer: <https://biology-forums.com/index.php?topic=414913>

Question 723

A principle of enlightened marketing that requires that a company seek real product and marketing improvements is called _____.

- A) innovative marketing
- B) sense-of-mission marketing
- C) value marketing
- D) consumer-oriented marketing

Answer: <https://biology-forums.com/index.php?topic=416309>

Question 724

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 725

The first American consumer movement took place in the _____.

- A) mid-1930s
- B) 1990s
- C) 1960s
- D) early 1900s

Answer: <https://biology-forums.com/index.php?topic=416286>

Question 726

Wholesale clubs are wholesalers, and not retailers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414689>

Question 727

K-Mart was the first to call employees "associates," a practice now widely copied by competitors.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414632>

Question 728

A channel consisting of one or more independent producers, wholesalers, and retailers, each a separate business seeking to maximize its own profits even at the expense of profits for the system as a whole, is called a conventional distribution channel.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416162>

Question 729

The _____ is a perfect extension of Dell's direct-marketing model, helping customers who are already familiar and comfortable to buy directly from Dell.

- A) Dell store
- B) Internet
- C) Dell catalog
- D) All of the above

Answer: <https://biology-forums.com/index.php?topic=415299>

Question 730

Product, price, place and promotion make up the elements of a firm's marketing mix.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414611>

Question 731

Honda appeals to the rebellious, independent kid in all of us. Honda notes on its Web page, "Fresh air, freedom, and flair on a Honda scooter, every day is independence day! When it comes to cool, this scooter is off the charts!" Honda is using _____ to segment the market.

- A) personality characteristics
- B) education
- C) user status
- D) values

Answer: <https://biology-forums.com/index.php?topic=414557>

Question 732

All of the following are accurate descriptions of marketers' responses to charges of spreading "commercial noise," except which one?

- A) Most major magazines include ads relevant to the needs and interests of their readers.
- B) Ads help keep down the cost of magazines and newspapers.
- C) Commercials are a part-and-parcel of our culture and would be sorely missed if they were no longer available.
- D) Consumers have alternatives, that is, they do not have to watch or read commercials appearing in the major media. They can zip and zap commercials.

Answer: <https://biology-forums.com/index.php?topic=416278>

Question 733

_____ 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 734

_____ consists of direct communications with carefully targeted individual customers to obtain an immediate response.

- A) Advertising
- B) Personal selling
- C) Direct marketing
- D) Sales promotion

Answer: <https://biology-forums.com/index.php?topic=415217>

Question 735

A company launching a new product into the market must first decide on where to launch the product.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415446>

Question 736

During the consumer movement of the early 1900s, Ralph Nader appeared on the scene to force many issues.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416344>

Question 737

Under oligopolistic competition, marketing research, product development, pricing, advertising, and sales promotion play little or no role.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415771>

Question 738

_____ include technical support people, sales assistants, and telemarketers.

- A) Outside salespeople
- B) Information technology specialists
- C) Technicians
- D) Inside salespeople

Answer: <https://biology-forums.com/index.php?topic=415152>

Question 739

Marketers are charged with deliberately pushing up prices of products to finance heavy advertising and sales promotion. List and discuss how marketers respond to these accusations.

Answer: <https://biology-forums.com/index.php?topic=416360>

Question 740

_____ consume most of their own agricultural and industrial output.

- A) Newly industrialized economies
- B) Industrial economies
- C) Subsistent economies
- D) Rich nations

Answer: <https://biology-forums.com/index.php?topic=415341>

Question 741

A niche marketing strategy is especially appealing when company resources are limited.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414656>

Question 742

A product's _____ is the place the product occupies in consumers' minds relative to competing products.

- A) position
- B) life-cycle stage
- C) location
- D) distribution

Answer: <https://biology-forums.com/index.php?topic=414479>

Question 743

_____ are consumer products and services with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort.

- A) Convenience goods
- B) Specialty products
- C) Shopping goods
- D) Unsought goods

Answer: <https://biology-forums.com/index.php?topic=414787>

Question 744

Pooling resources with other firms in order to succeed beyond managing the supply chain illustrates the _____ partnership.

- A) strategic alliance
- B) supply-chain management
- C) management-contracting
- D) licensing

Answer: <https://biology-forums.com/index.php?topic=414516>

Question 745

The _____ concept holds that firms must strive to deliver value to customers in a way that maintains or improves both the consumer's and society's well being.

- A) selling concept
- B) societal-marketing concept
- C) marketing concept
- D) product concept

Answer: <https://biology-forums.com/index.php?topic=414592>

Question 746

McKesson Corp., a leading pharmaceutical wholesaler, supplies customers with computer linkages to help them manage their orders, payroll, or inventory. Building customer relationships using this approach adds _____.

- A) structural ties

- B) partnership ties
- C) financial benefits
- D) social benefits

Answer: <https://biology-forums.com/index.php?topic=414498>

Question 747

In handling objections, the salesperson should use a negative approach, not seek out hidden objections, and not confuse the buyer by asking the buyer for clarification.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415388>

Question 748

Companies can conduct _____ by setting up a domestic export department that carries out export activities.

- A) direct exporting
- B) indirect exporting
- C) franchising
- D) licensing

Answer: <https://biology-forums.com/index.php?topic=415967>

Question 749

_____ are electronic monitoring systems that link consumer's exposure to television advertising and promotion (measured using TV meters) with what they buy in stores (measured using store checkout scanners)

- A) People meters
- B) A.C. Nielson Corporation
- C) Single-source data systems
- D) MIS

Answer: <https://biology-forums.com/index.php?topic=415656>

Question 750

As a company, Amazon.com has perfected the art of online selling without much regard for what the market wants.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414601>

Question 751

Generally the consumer receives the most information about a product from _____.

- A) commercial sources
- B) personal sources
- C) experiential sources
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=416063>

Question 752

Currencies of some of the nations in the EU have not been completely erased yet.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416167>

Question 753

A distribution system in which a single firm sets up two or more marketing channels to reach one or more customer segments is called a multi-channel distribution system.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416196>

Question 754

Capital items are industrial products that aid in the buyer's production or operations, including installations and accessory equipment.

- A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415043>

Question 755

All of the following are accurate descriptions of the benefits of Internet buying, except which one?

- A) Online buying is interactive and immediate.
- B) The Internet seldom provides buyers with greater product access and selection.
- C) The Internet offers buyers the benefit of comparative shopping with just the click of a mouse.
- D) Internet buying is convenient.

Answer: <https://biology-forums.com/index.php?topic=415586>

Question 756

The Consumers Union is a for-profit testing and information organization that publishes Consumer Reports magazine and Web site.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416351>

Question 757

When marketers like Hasbro Inc. seek out trendsetters (fourth and fifth graders) in each community and subtly push them into talking up their brand to their friends and admirers, it is an example of _____.

- A) buzz marketing
- B) cultural marketing
- C) marketing 101
- D) customized marketing

Answer: <https://biology-forums.com/index.php?topic=415906>

Question 758

_____ refers to the behavior of individuals and households who buy goods and services for personal consumption.

- A) Consumer buying behavior
- B) Culture
- C) Subculture
- D) Business buying behavior

Answer: <https://biology-forums.com/index.php?topic=415867>

Question 759

Social marketing programs go well beyond the promotional "P" of the marketing mix to include every other element to achieve its social change objectives.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415051>

Question 760

McDonald's has traditionally been preoccupied with its current businesses and how to keep them going. It has been accused of being complacent when it comes to opportunities in its constantly changing environment. _____ involves adapting McDonald's to capitalize upon opportunities in its constantly changing environment.

- A) Strategic planning
- B) Long-range planning
- C) Annual planning
- D) none of the above

Answer: <https://biology-forums.com/index.php?topic=414867>

Question 761

Vertical conflict occurs between different levels of the same channel.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416158>

Question 762

The objective of exploratory research is to gather preliminary information that will _____.

- A) suggest hypotheses
- B) clarify a problem, develop hypotheses and later test it on larger representative samples
- C) help define the problem
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415663>

Question 763

Define test marketing. Discuss the pros and cons of test marketing.

Answer: <https://biology-forums.com/index.php?topic=415466>

Question 764

_____ engage consumers in interactions that will move them closer to a direct purchase or other marketing outcome.

- A) Corporate Web sites
- B) Marketing Web sites
- C) Spam tends to
- D) Web communities

Answer: <https://biology-forums.com/index.php?topic=415662>

Question 765

_____ is defined as a social and managerial process by which individuals and groups obtain what they need and want through value creation.

- A) Selling
- B) Barter
- C) Advertising
- D) None of the above are correct.

Answer: <https://biology-forums.com/index.php?topic=414359>

Question 766

Information and ordering machines found in stores, airports, and other locations are also known as _____.

- A) in-store entertainment
- B) home shopping
- C) captive marketing
- D) kiosks

Answer: <https://biology-forums.com/index.php?topic=415259>

Question 767

Publishers Clearinghouse was known for its sweepstakes and high-pressure tactics that misled consumers into believing that they had won prizes when they hadn't. Publishers Clearing House was charged with _____.

- A) deceptive pricing
- B) deceptive sales
- C) deceptive packaging
- D) deceptive promotion

Answer: <https://biology-forums.com/index.php?topic=416253>

Question 768

Distinguish between the application of the PLC concept across a product class, product form, and a brand.

Answer: <https://biology-forums.com/index.php?topic=415475>

Question 769

If the demand is inelastic rather than elastic, sellers will consider lowering their price.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415807>

Question 770

The _____ to set promotion budgets is used by small businesses. The reasoning they use is that the company cannot spend more on advertising than it has. They start with total revenues, deduct operating expenses and capital outlays, and then devote some portion of the remaining funds to advertising.

- A) affordable method
- B) percentage-of-sales method

- C) objective-and-task method
- D) the competitive parity method

Answer: <https://biology-forums.com/index.php?topic=414852>

Question 771

The lowest level a brand can be positioned on is _____.

- A) strong values
- B) product attributes
- C) strong beliefs
- D) benefits

Answer: <https://biology-forums.com/index.php?topic=414915>

Question 772

When Lucent puts out ads with the slogan, "We make the things that make communications work," and IBM wants to establish itself as a company to turn to for "e-Business Solutions," the companies are using _____ to market themselves to various publics.

- A) corporate image advertising
- B) taglines
- C) slogans
- D) public relations

Answer: <https://biology-forums.com/index.php?topic=414829>

Question 773

All of the following statements about social class systems are accurate, except which one?

- A) Marketers are interested in social classes because people within a given social class tend to exhibit similar buying patterns.
- B) In the U.S., lines between social classes are not fixed and rigid.
- C) In some societies, members of different classes cannot change their social positions.
- D) Social class is determined by a single factor, such as income.

Answer: <https://biology-forums.com/index.php?topic=415895>

Question 774

At Marriott, well-trained employees are given the authority to do whatever it takes, on the spot, to keep guests happy. This service philosophy is based on the credo that the first step to managing service quality stems from _____.

- A) empowering front-line service employees
- B) consistently delivering good value to customers
- C) delivering service quality better than your competitors do
- D) managing service recovery well

Answer: <https://biology-forums.com/index.php?topic=414969>

Question 775

In the _____ step of the selling process, the salesperson consults standard industry and online sources, acquaintances, and others to learn about the company.

- A) presentation
- B) pre-approach
- C) approach
- D) prospecting

Answer: <https://biology-forums.com/index.php?topic=415187>

Question 776

All of the following are accurate descriptions of a direct marketing channel, except which one?

- A) A direct marketing channel is an efficient channel.
- B) In a direct marketing channel, the company sells directly to consumers.
- C) A marketing channel with no intermediary levels is a direct channel.
- D) A direct marketing channel is a short channel.

Answer: <https://biology-forums.com/index.php?topic=415890>

Question 777

In marketing, _____ include banks, credit companies, and insurance firms, which help finance transactions or insure against the risks associated with the buying and selling of goods.

- A) customers
- B) financial intermediaries

- C) physical distribution firms
- D) marketing services agencies

Answer: <https://biology-forums.com/index.php?topic=415153>

Question 778

The _____ advertising execution style shows one or more "typical" people using the product in a normal setting.

- A) musical
- B) slice of life
- C) lifestyle
- D) fantasy

Answer: <https://biology-forums.com/index.php?topic=414887>

Question 779

Dumping occurs when a company charges less than it costs or less than it charges the home markets.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416211>

Question 780

All of the following statements are accurate descriptions of planned obsolescence, except which one?

- A) According to marketers, customers want the latest innovations, even if older models still work.
- B) Companies design their products to break down earlier because they want consumers to buy new ones.
- C) Much of so-called planned obsolescence is the working of the competitive and technological forces in a free society.
- D) Marketers seek constant improvement to ensure that products will consistently meet or exceed customer expectations.

Answer: <https://biology-forums.com/index.php?topic=416266>

Question 781

Producers use intermediaries for their contacts, experience, specialization, and scale of operation. Intermediaries are very efficient in making goods available to target markets.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416130>

Question 782

Macromarketing includes local marketing and individual marketing.

- A) True
- B) False

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

Question 783

_____ is the mental process through which an individual passes from first learning about an innovation to final adoption.

- A) Adoption categories
- B) Perception
- C) Adoption process
- D) Buying behavior

Answer: <https://biology-forums.com/index.php?topic=415968>

Question 784

What is the societal marketing concept? Explain.

Answer: <https://biology-forums.com/index.php?topic=414701>

Question 785

The economic environment consists of factors that affect consumer purchasing power and spending patterns.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415438>

Question 786

The following factors need to be taken into consideration when choosing a target-marketing strategy, except which one?

- A) Product variability
- B) Company resources
- C) Product life-cycle stage
- D) All of the above are correct

Answer: <https://biology-forums.com/index.php?topic=414478>

Question 787

The aim of customer relationship management is to create not just customer satisfaction, but customer delight. Explain.

Answer: <https://biology-forums.com/index.php?topic=414707>

Question 788

Under the _____ concept, the company carefully integrates and coordinates its many communication channels to deliver a clear, consistent, and compelling message about the organization and its brands.

- A) one-to-one marketing
- B) integrated marketing communications
- C) market fragmentation
- D) mass marketing

Answer: <https://biology-forums.com/index.php?topic=414786>

Question 789

All of the following are differences between agents and brokers, except which one?

- A) The chief function of brokers is to bring buyers and sellers together and assist in negotiation.
- B) There are two types of agents: manufacturer agents and selling agents.
- C) Brokers represent either buyers or sellers on a permanent basis, agents do not.
- D) Brokers are paid by the party who hired them, and do not carry inventory.

Answer: <https://biology-forums.com/index.php?topic=414568>

Question 790

When entering a foreign market with the least risk, companies typically start with _____.

- A) franchising
- B) direct exporting
- C) licensing
- D) indirect exporting

Answer: <https://biology-forums.com/index.php?topic=415964>

Question 791

All of the following are examples of companies employing only the direct marketing approach to reach their customers, except which one?

- A) Gateway
- B) Amazon.com
- C) EBay
- D) Dell Computer

Answer: <https://biology-forums.com/index.php?topic=415229>

Question 792

Siebel Systems, Oracle, SAS, and SPSS are just a few names of companies selling _____ software.

- A) CRM
- B) spreadsheet
- C) word processing
- D) statistical/database

Answer: <https://biology-forums.com/index.php?topic=415646>

Question 793

New-product development starts with _____.

- A) idea generation
- B) idea screening
- C) marketing strategy development
- D) concept development and testing

Answer: <https://biology-forums.com/index.php?topic=415115>

Question 794

_____ do not take title to goods.

- A) Agents
- B) Brokers
- C) Merchant wholesalers
- D) Both A and B

Answer: <https://biology-forums.com/index.php?topic=414579>

Question 795

When a seller requires that dealers not handle competitors' products, its strategy is called _____.

- A) supply chain management
- B) exclusive dealing
- C) tying arrangements
- D) exclusive distribution

Answer: <https://biology-forums.com/index.php?topic=416023>

Question 796

The Robinson-Patman Act seeks to prevent unfair _____ by ensuring that sellers offer the same price terms to customers at a given level of trade.

- A) scanner fraud
- B) price confusion
- C) price discrimination
- D) pricing

Answer: <https://biology-forums.com/index.php?topic=415720>

Question 797

Adam Smith and seven others were invited to a _____ to share their opinions about cell phones they owned. Part of the exercise dealt with looking at some newer models and discussing their attributes and benefits too.

- A) focus group interview
- B) lab interview
- C) personal interview
- D) telephone interview

Answer: <https://biology-forums.com/index.php?topic=415677>

Question 798

Many critics charge that the American marketing system causes prices to be higher than they would be under more "sensible" systems. They point to _____.

- A) excessive markups
- B) high advertising and promotion costs
- C) high costs of distribution
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=416241>

Question 799

_____ calls for dividing the market into different geographical units such as nations, regions, states, counties, cities, or even neighborhoods.

- A) Demographic segmentation
- B) Market segmentation
- C) Geographic segmentation
- D) Target marketing

Answer: <https://biology-forums.com/index.php?topic=414367>

Question 800

Under an oligopolistic competitive environment, the market consists of a few large sellers who are highly sensitive to each other's pricing and marketing strategies.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415784>

Question 801

All of the following statements are accurate descriptions of the simultaneous product development approach to new product development, except which one?

- A) Company departments work closely together through cross-functional teams.
- B) Companies assemble a team of people from various departments that stay with the new product from start to finish.
- C) Companies often pass the new product from department to department in each stage of the process.
- D) The simultaneous product development approach is also known as collaborative product development.

Answer: <https://biology-forums.com/index.php?topic=415205>

Question 802

Most firms follow the _____ philosophy, which holds that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.

- A) marketing orientation
- B) product-orientation
- C) production-orientation
- D) selling orientation

Answer: <https://biology-forums.com/index.php?topic=414448>

Question 803

The use of marketing concepts and tools in programs designed to influence individuals' behavior to improve their well being and that of society is called _____.

- A) organization marketing
- B) place marketing
- C) person marketing
- D) social marketing

Answer: <https://biology-forums.com/index.php?topic=414839>

Question 804

When a church targets different demographic groups to increase attendance, it is an example of _____.

- A) mindless marketing
- B) for-profit marketing
- C) not-for-profit marketing
- D) ethics in marketing

Answer: <https://biology-forums.com/index.php?topic=414558>

Question 805

Using a concentrated marketing strategy, a firm decides to target several market segments and designs separate offers for each.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414637>

Question 806

.Differentiate between the "Old Economy" and the "New Economy."

Answer: <https://biology-forums.com/index.php?topic=415847>

Question 807

Strategic planning is better suited to large and medium-sized businesses than small businesses. Discuss the merits of the statement.

Answer: <https://biology-forums.com/index.php?topic=415086>

Question 808

Macy's is unsure of its positioning/image in the consumers' eye. Hence, it needs to first identify the relevant factors (choice criteria) used by households in selecting the department store. The research approach best suited for this purpose is _____.

- A) experimental research
- B) observational research
- C) focus group research
- D) survey research

Answer: <https://biology-forums.com/index.php?topic=415724>

Question 809

A company's marketing environment consists of actors and forces outside marketing that affect marketing management's ability to build and maintain

successful relationships with target customers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415379>

Question 810

Predatory pricing is setting prices above costs.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416341>

Question 811

The _____ consists of laws, government agencies, and pressure groups that influence or limit various organizations and individuals in a given society.

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

Answer: <https://biology-forums.com/index.php?topic=415203>

Question 812

_____ are cash or other awards offered for the regular use of a certain company's products or services.

- A) Patronage rewards
- B) Cash refund offers
- C) Point-of-purchase promotions
- D) Contests, sweepstakes, and games

Answer: <https://biology-forums.com/index.php?topic=414988>

Question 813

_____ occurs between different levels of the same channel.

- A) Vertical channel conflict
- B) Horizontal channel conflict
- C) Exclusive distribution
- D) Scrambled merchandising

Answer: <https://biology-forums.com/index.php?topic=415920>

Question 814

Distribution channel decisions often involve _____ commitments to other firms.

- A) long-term
- B) packaging
- C) short-term
- D) promotion

Answer: <https://biology-forums.com/index.php?topic=415923>

Question 815

Mobile marketing involves getting consumers to spread information about a product or service to others in their communities.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415014>

Question 816

Introducing a new product into the market is called product development.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415442>

Question 817

Personal selling includes all of the following tools, except which one?

- A) sales presentations
- B) trade shows

- C) incentive programs
- D) discounts

Answer: <https://biology-forums.com/index.php?topic=414754>

Question 818

Define target market. Discuss the reasons a firm might use the three market coverage strategies: mass marketing, concentrated and differentiated.

Answer: <https://biology-forums.com/index.php?topic=414708>

Question 819

Generating new product ideas by watching and listening to customers is an example of an external idea source.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415362>

Question 820

The purpose of idea screening is to create a large number of ideas.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415393>

Question 821

Marketers consistently deliver superior value to foster strong economic and social customer relationships.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414642>

Question 822

Differentiate between secondary data and primary data collection approaches. Give examples.

Answer: <https://biology-forums.com/index.php?topic=415846>

Question 823

All of the following are accurate descriptions of nontraditional life stages, except which one?

- A) With about one-half of all first marriages ending in divorce, marketers are beginning to recognize that divorcees represent a distinct consumer segment.
- B) People buy when they get married.
- C) Divorcees don't buy out of necessity; the shopping cure can ease the pain.
- D) People stop buying when they get divorced.

Answer: <https://biology-forums.com/index.php?topic=416119>

Question 824

How can an understanding of buyer characteristics (cultural, social, personal, and psychological) that influence consumer lifestyles, be utilized by Dell computers to develop an effective marketing strategy for a new notebook computer, targeting younger Generation Yers (20-somethings) and baby boomers? Discuss.

Answer: <https://biology-forums.com/index.php?topic=416242>

Question 825

_____ refers to sellers being preoccupied with their own products and losing sight of underlying consumer needs.

- A) Marketing
- B) Selling
- C) Selling myopia
- D) Marketing myopia

Answer: <https://biology-forums.com/index.php?topic=414369>

Question 826

Through _____, many companies today are strengthening their connections to partners all along the channel, from raw materials to components to final products that are carried to final buyers.

- A) supply-chain management
- B) customized marketing
- C) direct marketing

D) partnership-relationship marketing

Answer: <https://biology-forums.com/index.php?topic=414513>

Question 827

Press relations entails building and maintaining relations with legislators and government officials to influence legislation and regulation.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415005>

Question 828

All of the following are accurate descriptions of the major cultural values of U.S. society today, except which one?

- A) Today, people are adopting more conservative behaviors and ambitions.
- B) Products and services that serve basic needs and provide real value are replacing those that rely on glitz and hope.
- C) In the aftermath of the corporate scandals, consumers have lost confidence in big business.
- D) Religious conviction and practice have been growing gradually over the years.

Answer: <https://biology-forums.com/index.php?topic=415277>

Question 829

Within only a few years of entering the grocery business with its supercenters; Kmart is now the nation's largest grocery retailer.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414644>

Question 830

Companies must rely heavily on consumer input when developing new products.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415380>

Question 831

Target Corp. is an example of a merchandising conglomerate.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414700>

Question 832

The product concept exists as a word description, a drawing, or a crude mock-up.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415417>

Question 833

All of the following are disadvantages of direct investment, except which one?

- A) A company may face the risk of restricted currencies.
- B) A company may face the risk of falling markets or government changes.
- C) A firm may have lower costs in the form of cheaper labor or raw materials.
- D) A firm may face the risk of devalued currencies.

Answer: <https://biology-forums.com/index.php?topic=416109>

Question 834

All of the following statements point toward problems associated with internal databases, except which one?

- A) Data ages quickly; hence, it is imperative to keep the database current.
- B) Internal information may be incomplete or in the wrong form for marketing decision making.
- C) Internal databases can be accessed more cheaply than other information sources.
- D) Internal databases can be accessed less quickly than other information sources.

Answer: <https://biology-forums.com/index.php?topic=415509>

Question 835

_____ is a channel arrangement in which two or more companies at one level join together to follow a new marketing opportunity.

- A) An administered VMS
- B) A vertical marketing system
- C) A horizontal marketing system
- D) A franchise organization

Answer: <https://biology-forums.com/index.php?topic=415961>

Question 836

A(n) _____ is the strongest form of a quota.

- A) tariff
- B) exchange control
- C) import license
- D) embargo

Answer: <https://biology-forums.com/index.php?topic=416082>

Question 837

After handling the prospect's objections, the salesperson now tries to follow up with the sale.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415385>

Question 838

KFC entered Japan through a _____ venture with Japanese conglomerate Mitsubishi. While Mitsubishi, one of Japan's largest poultry producers, understood the Japanese culture and had money to invest, KFC brought the southern hospitality, old American tradition, and authentic home cooking to the venture.

- A) contract manufacturing
- B) joint ownership
- C) licensing
- D) direct investment

Answer: <https://biology-forums.com/index.php?topic=415992>

Question 839

Evaluating each market segment's attractiveness and selecting one or more of the market segments to enter is called market positioning.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414613>

Question 840

_____ are discussion groups located on commercial online services such as AOL and Compu Serve.

- A) Open trading exchanges
- B) Dot-coms
- C) Forums
- D) Private trading exchanges

Answer: <https://biology-forums.com/index.php?topic=415617>

Question 841

All of the following are accurate descriptions of "generational marketing," except which one?

- A) Defining people by their birth date is more effective than segmenting them by their lifestyle or life stage.
- B) Boomers are split into three groups: leading, core and trailing boomers, each with their own beliefs and behaviors
- C) Tommy Hilfiger has big brand logos on his clothes for teenagers and little pocket polo logos on his shirts for baby boomers.
- D) Generation Y is split into Gen. Y adults, Gen. Y Teens, and Gen. Y kids.

Answer: <https://biology-forums.com/index.php?topic=415314>

Question 842

In deciding whether to do business in a given country, attitudes toward international buying, government bureaucracy, political stability, and monetary regulations make up four major _____ factors.

- A) economic
- B) political-legal
- C) cultural
- D) technological

Answer: <https://biology-forums.com/index.php?topic=415938>

Question 843

Define product positioning. Next, briefly explain the three steps in product positioning.

Answer: <https://biology-forums.com/index.php?topic=414717>

Question 844

Some successful brands positioned on _____ are Volvo (safety), Hallmark (caring), Harley Davidson (adventure), and FedEx (guaranteed overnight delivery).

- A) attributes
- B) benefits
- C) values
- D) beliefs

Answer: <https://biology-forums.com/index.php?topic=414917>

Question 845

Wholesaling by sellers or buyers themselves rather than through independent wholesalers includes _____.

- A) brokers
- B) agents
- C) merchant wholesalers
- D) manufacturers' sales branches and offices

Answer: <https://biology-forums.com/index.php?topic=414420>

Question 846

_____ offer consumers savings off the regular price of a product.

- A) Rebates
- B) Premiums
- C) Price packs or cent-off deals
- D) Coupons

Answer: <https://biology-forums.com/index.php?topic=414985>

Question 847

Generation Xers will be driven by the following factors, except which one?

- A) Intergenerational support (caring for the young and old alike).
- B) Returning to traditional values but with a tolerant mind-set and active lifestyle.
- C) Balancing work, play and other aspects of life.
- D) Redefining the good life to improve economic well being and remain in control.

Answer: <https://biology-forums.com/index.php?topic=415355>

Question 848

All of the following are accurate descriptions of the Consumers Union, except which one?

- A) The Consumers Union publishes Consumer Reports magazine.
- B) The Consumers Union is a for-profit product-testing organization.
- C) The Consumers Union helps consumers make better buying decisions.
- D) The Consumers Union has encouraged businesses to eliminate product flaws.

Answer: <https://biology-forums.com/index.php?topic=416261>

Question 849

Marketers of products, services and ideas only practice marketing, whereas buyers do not.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414648>

Question 850

Disney is identifying and developing new markets for its theme parks. Disney is exploring possibilities for _____.

- A) Japan
- B) market penetration
- C) market development
- D) product development

Answer: <https://biology-forums.com/index.php?topic=414779>

Question 851

In _____, online visitors join Internet interest groups to share information with the result that "word of Web" is joining "word of mouth" as an important buying influence.

- A) B2B e-commerce
- B) C2C e-commerce
- C) C2B e-commerce
- D) B2C e-commerce

Answer: <https://biology-forums.com/index.php?topic=415629>

Question 852

What are the major purposes for which ethnographic research is conducted?

Answer: <https://biology-forums.com/index.php?topic=415855>

Question 853

Marketing departments are organized in several ways. Discuss the most common forms of marketing organization.

Answer: <https://biology-forums.com/index.php?topic=415101>

Question 854

Moving the products from the factory to resellers and ultimately to customers is called _____.

- A) reverse distribution
- B) intermodal transportation
- C) outbound distribution
- D) inbound distribution

Answer: <https://biology-forums.com/index.php?topic=416036>

Question 855

When Wal-Mart profitably targets buyers who value savings, it is an example of _____.

- A) market segmentation
- B) convenience
- C) target marketing
- D) value pricing

Answer: <https://biology-forums.com/index.php?topic=414430>

Question 856

The American consumer movement which took place in the _____, was fueled by rising prices, Upton Sinclair's writings on conditions in the meat industry, and scandals in the drug industry.

- A) early 1900s
- B) mid-1930s
- C) 1990s
- D) 1960s

Answer: <https://biology-forums.com/index.php?topic=416287>

Question 857

The qualities customers dislike most in salespeople include _____.

- A) not being prompt for appointments
- B) being pushy
- C) deceitfulness
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415357>

Question 858

The Champion athletic wear division of Sara Lee Corporation segments its markets according to _____ that different consumers seek from their active wear. For example, some consumers seek a balance between function and style, while others seek a balance between performance and function.

- A) prices
- B) reliability
- C) benefits
- D) availability

Answer: <https://biology-forums.com/index.php?topic=414578>

Question 859

A _____ allows the firm to offer product and market variations to segments, achieve higher sales and a stronger position within each market segment.

- A) concentrated marketing
- B) undifferentiated marketing strategy
- C) marketing strategy
- D) differentiated marketing strategy

Answer: <https://biology-forums.com/index.php?topic=414449>

Question 860

All of the following are accurate descriptions of factors that have contributed to the rapid growth of sales promotion, except which one?

- A) Promotion is viewed as an effective short-run sales tool.
- B) Externally today the company faces more competition and competing brands are less differentiated.
- C) In general consumers are less deal-oriented today.
- D) Advertising efficiency has declined because of rising costs, media clutter, and legal restraints.

Answer: <https://biology-forums.com/index.php?topic=414958>

Question 861

Fast and tough bargaining, which works well in some parts of the world, is often inappropriate in _____.

- A) Japan and other Asian countries
- B) Canada
- C) Germany
- D) the USA

Answer: <https://biology-forums.com/index.php?topic=415950>

Question 862

CDs are now among the fastest-growing direct-mail media.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415454>

Question 863

Adapting a product to meet local conditions or wants in foreign markets is called straight product extension.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416200>

Question 864

_____ are a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.

- A) Services
- B) Offers
- C) Goods
- D) Ideas

Answer: <https://biology-forums.com/index.php?topic=414732>

Question 865

All of the following are benefits of Customer Relationship Management (CRM), except which one?

- A) Managers using CRM can pinpoint high-value customers.
- B) Collecting, maintaining and mining customer data is expensive using CRM software.
- C) Managers can customize offers to specific customer requirements.
- D) Managers can cross-sell the company's products.

Answer: <https://biology-forums.com/index.php?topic=415643>

Question 866

_____ is the systematic search for new-product ideas.

- A) Idea generation
- B) Concept development and testing
- C) Idea screening

D) Marketing strategy development

Answer: <https://biology-forums.com/index.php?topic=415118>

Question 867

America's second largest trading partner today is _____.

- A) Canada
- B) Japan
- C) U.K.
- D) Mexico

Answer: <https://biology-forums.com/index.php?topic=416047>

Question 868

Since 1987, we've had more shopping malls than high schools. We average six hours a week of shopping and only 40 minutes of playing with our children. Our savings rate is two percent, and in the past three years more Americans have declared personal bankruptcy than have graduated from college. These statements reflect _____.

- A) that as a society we have too few social goods
- B) the American infatuation with false wants and too much materialism
- C) that in our society there is too much cultural pollution
- D) businesses wield too much political power

Answer: <https://biology-forums.com/index.php?topic=416274>

Question 869

All of the following are accurate descriptions of risks associated with brand extension strategies, except which one?

- A) A brand extension gives a new product instant recognition and faster acceptance.
- B) A brand extension may harm consumer attitudes toward the other products carrying the same brand name, if the brand extension fails.
- C) A brand extension may confuse the image of the main brand.
- D) A brand name may not be appropriate to a particular new product.

Answer: <https://biology-forums.com/index.php?topic=414937>

Question 870

How does advertising differ from public relations? Explain using an example.

Answer: <https://biology-forums.com/index.php?topic=415087>

Question 871

All of the following are examples of category killer stores, except which one?

- A) Home Depot
- B) Barnes and Noble
- C) Wal-Mart
- D) Ikea

Answer: <https://biology-forums.com/index.php?topic=414536>

Question 872

Specialty products are consumer products that the consumer either does not know about or knows about but does not normally think of buying.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415025>

Question 873

Once management has decided on a product concept and marketing strategy, it can next evaluate the _____ of the proposal.

- A) business attractiveness
- B) commercial viability
- C) product idea portion
- D) product development part

Answer: <https://biology-forums.com/index.php?topic=415178>

Question 874

_____ is an approach in which all the company's people are involved in constantly improving the quality of products, services, and business processes.

- A) Social marketing

- B) Customer satisfaction
- C) TQM
- D) Quality

Answer: <https://biology-forums.com/index.php?topic=414848>

Question 875

Marketing executives face all of the following common mistakes in pricing, except which one?

- A) Pricing that is too cost-oriented rather than customer-value oriented.
- B) All of the following are common pricing mistakes.
- C) Pricing that does not take the marketing mix into account.
- D) Companies are too quick to reduce prices in order to get a sale, rather than convincing buyers that their products are worth a higher price.

Answer: <https://biology-forums.com/index.php?topic=415493>

Question 876

Avon Cosmetics, Dell Computer, and Amway, are a few examples of companies that sell directly to consumers. The channel is a(n)_____.

- A) indirect marketing channel
- B) direct marketing channel
- C) long one
- D) channel level

Answer: <https://biology-forums.com/index.php?topic=415887>

Question 877

Brokers take title to goods, while agents do not.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414621>

Question 878

_____ include wholesaler-sponsored groups of independent retailers engaged in bulk buying and common merchandising.

- A) Franchise organizations
- B) Retailer cooperatives
- C) Voluntary chain stores
- D) Corporate chain stores

Answer: <https://biology-forums.com/index.php?topic=414455>

Question 879

The marketing research problem outlines sources of existing data and spells out the specific research approaches, contact methods, sampling plans, and instruments that researchers will use to gather new data.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415799>

Question 880

SRI's VALS typology divides consumers into eight groups based on two major dimensions: primary motivation and resources.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416187>

Question 881

_____ is entering foreign markets by joining with foreign companies to produce or market products or services.

- A) Joint venturing
- B) Indirect exporting
- C) Direct investment
- D) Direct exporting

Answer: <https://biology-forums.com/index.php?topic=415979>

Question 882

An SBU can be a company division, a product line within a division, or sometimes a single product or brand.

- A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415065>

Question 883

A role consists of the activities people are expected to perform according to the persons around them.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=416173>

Question 884

_____ serve(s) as a standard for self-evaluation in forming a person's attitudes or behaviors.

A) Reference groups

B) Culture

C) Subculture

D) Social class

Answer: <https://biology-forums.com/index.php?topic=415897>

Question 885

_____ falls between FOB-origin pricing and uniform-delivered pricing.

A) Freight-absorption pricing

B) Basing-point pricing

C) Zone pricing

D) International pricing

Answer: <https://biology-forums.com/index.php?topic=415706>

Question 886

A pop-up Web screen ad promising free goods or discounted prices is a form of _____.

A) deceptive packaging

B) deceptive pricing

C) deceptive manufacturing

D) deceptive promotion

Answer: <https://biology-forums.com/index.php?topic=416256>

Question 887

Define commercialization. During the product launch stage, the company must first decide on two important issues. Explain.

Answer: <https://biology-forums.com/index.php?topic=415469>

Question 888

In a _____, the government permits the company to set rates that will yield a "fair return," that will let the company maintain and expand its operations as needed.

A) regulated monopoly

B) pure monopoly

C) non-regulated monopoly

D) pure competition environment

Answer: <https://biology-forums.com/index.php?topic=415569>

Question 889

Jack Welch, GE's former CEO once told his employees: "Companies can't give job security. Only _____ can!"

A) government

B) customers

C) CEOs

D) all of the above

Answer: <https://biology-forums.com/index.php?topic=414810>

Question 890

Caterpillar's success in the construction-equipment industry is based on superior channels. Its dealers worldwide are renowned for their first-rate service. Caterpillar practices _____.

A) service differentiation

B) image differentiation

- C) channel differentiation
- D) product differentiation

Answer: <https://biology-forums.com/index.php?topic=414524>

Question 891

All of the following are accurate descriptions of the continuing promise of E-commerce, except which one?

- A) For most companies, online marketing will remain as just another important approach to traditional marketing.
- B) For most companies, the question still remains as to how best to tap the potential of Internet technology.
- C) E-commerce will replace magazines, newspapers, and even stores as sources of information and buying.
- D) Most companies are moving away from rhetoric about "Internet industries."

Answer: <https://biology-forums.com/index.php?topic=415734>

Question 892

Major sources of new-product ideas include internal sources and external sources.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415368>

Question 893

All of the following are accurate descriptions of Generation X consumers, except which one?

- A) Gen. Xers make up the first generation of latchkey kids.
- B) Gen. Xers take a cautious outlook towards the economy.
- C) Gen. Xers are defined as much by their shared experiences as by their age.
- D) Gen. Xers are a non-skeptical bunch and do not care much about the environment.

Answer: <https://biology-forums.com/index.php?topic=415180>

Question 894

Differentiate between exploratory and descriptive research design.

Answer: <https://biology-forums.com/index.php?topic=415834>

Question 895

Local marketing helps a company to market more effectively in the face of pronounced regional and local differences in demographics and lifestyles.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414684>

Question 896

All of the following statements are accurate descriptions of questionnaire design, except which one?

- A) The first section should create interest if possible
- B) Open-end questions should be placed in the beginning of the questionnaire
- C) Researchers should use simple, direct, unbiased wording.
- D) Difficult or personal questions should be asked last so that respondents do not become defensive.

Answer: <https://biology-forums.com/index.php?topic=415693>

Question 897

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 898

Physical distribution firms help companies finance transactions or insure against the risks associated with the buying and selling of goods.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415397>

Question 899

The collection of businesses and products that make up a company is called its marketing strategy.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415062>

Question 900

Market segmentation is the process of seeking fewer customers and reduced demand for profit maximization only.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414655>

Question 901

To describe things, such as the market potential for a service or the psychographics and attitudes of consumers who buy the service, is the objective of _____.

- A) all research
- B) causal research
- C) descriptive research
- D) exploratory research

Answer: <https://biology-forums.com/index.php?topic=415525>

Question 902

When a college basketball player wishes to belong to the Los Angeles Lakers' professional team, he is being influenced by the membership group.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416168>

Question 903

A person's self-concept reflects their identities.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416199>

Question 904

Wal-Mart, Kmart and Target are examples of superstores, which are much larger than regular supermarkets and offer a large assortment of routinely purchased foods, non-food items, and services.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414641>

Question 905

Manufacturers' agents have contractual authority to sell a manufacturer's entire output.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414623>

Question 906

FedEx offers its customers fast and reliable package delivery. When FedEx customers weigh these aforementioned benefits against the monetary and psychic costs of using the service, they are acting upon _____.

- A) social relationships
- B) loyalty
- C) relationship marketing
- D) perceived customer value

Answer: <https://biology-forums.com/index.php?topic=414476>

Question 907

_____ marketers usually distribute their products through fewer selected outlets but provide deeper sales support to help customers in their comparison efforts.

- A) Shopping products
- B) Unsought goods

C) Convenience products

D) Specialty products

Answer: <https://biology-forums.com/index.php?topic=414784>

Question 908

Under contract manufacturing, the domestic firm exports management services rather than products.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=416185>

Question 909

All of the following are steps in the marketing research process, except which one?

A) defining the research problem and research objectives

B) implementing the research plan

C) defining the marketing information system

D) interpreting and reporting the findings

Answer: <https://biology-forums.com/index.php?topic=415492>

Question 910

When Google sells ad space adjacent to its search results, linked to key search words, Google receives _____.

A) profile income

B) advertising income

C) commissions

D) membership and subscription income

Answer: <https://biology-forums.com/index.php?topic=415710>

Question 911

Demarketing is a marketing philosophy focused upon product differentiation and positioning.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=414659>

Question 912

The _____ shows the number of units the market will buy in a given time period at different prices that might be charged.

A) break-even curve

B) supply curve

C) demand curve

D) EOQ chart

Answer: <https://biology-forums.com/index.php?topic=415589>

Question 913

What do the authors of your text mean when they say outstanding marketing companies create brand experiences beyond selling products/services? Explain.

Answer: <https://biology-forums.com/index.php?topic=414695>

Question 914

Intellectual property rights cover patents, trademarks, and copyrights.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=416132>

Question 915

All of the following statements reflect different ways that companies supervise their salespeople, except which one?

A) One tool used is the annual call plan, which shows which customers and prospects to call on in which months and which activities to carry out.

B) Some companies use a tool called time-and-duty analysis.

C) How much time the sales force should spend prospecting for new accounts and setting other time management priorities.

D) Many companies do not help their salespeople in identifying customer targets and setting call norms.

Answer: <https://biology-forums.com/index.php?topic=415337>

Question 916

Born between 1977 and 1994, Generation Xers are also known as the echo boomers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415430>

Question 917

When backed by buying power, needs become demands.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414627>

Question 918

Exploratory research assumes that the researcher has much prior knowledge about the problem situation.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415746>

Question 919

_____ are payments demanded by retailers before they will accept new products and find "slots" on them on the shelves.

- A) Premiums
- B) Bribes
- C) Slotting fees
- D) Push money

Answer: <https://biology-forums.com/index.php?topic=414922>

Question 920

Advertising, personal selling, sales promotion, public relations, and direct marketing make up a company's promotional mix.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415045>

Question 921

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 922

The franchise organization is the most common type of administered relationship.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416180>

Question 923

_____ includes building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.

- A) Advertising
- B) Direct marketing
- C) Public relations
- D) Personal selling

Answer: <https://biology-forums.com/index.php?topic=414767>

Question 924

Harley-Davidson accused Honda and Kawasaki of _____ motorcycles on the U.S. market when they charged less than in their home markets.

- A) straight extension of

- B) product adaptation of
- C) price gouging
- D) dumping

Answer: <https://biology-forums.com/index.php?topic=416035>

Question 925

A VMS, in which independent firms at different levels of production and distribution join together through contracts to obtain more economies, is called a contractual VMS.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416175>

Question 926

Tetra sells 80 percent of the world's tropical fish food and appeals to a large share of the market. This is an example of an undifferentiated marketing strategy.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414646>

Question 927

Using a push strategy, the producer directs its marketing activities toward final consumers to induce them to buy the product.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415060>

Question 928

PepsiCo markets internationally by entering into joint ownership with bottlers around the world and supplying them with the syrup needed to produce the product.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416194>

Question 929

The first step in strategic planning is to define the company mission.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415001>

Question 930

_____ is one of the marketer's major positioning tools. It has a direct impact on product or service performance; thus, it is closely linked to customer value and satisfaction.

- A) Product quality
- B) Public relations
- C) Advertising
- D) TQM

Answer: <https://biology-forums.com/index.php?topic=414853>

Question 931

_____ entails using teams of people from sales, marketing, engineering, finance, technical support, and even upper management to service large, complex accounts.

- A) Team selling
- B) Telemarketing
- C) Direct selling
- D) Web-based selling

Answer: <https://biology-forums.com/index.php?topic=415161>

Question 932

An explosion of more focused media that better match today's targeted strategies is called _____.

- A) media fragmentation

- B) broadcasting
- C) segmented marketing
- D) market fragmentation

Answer: <https://biology-forums.com/index.php?topic=414777>

Question 933

The echo boom has created large kid and teen markets.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415437>

Question 934

During the _____ step of the selling process, the salesperson meets the customer for the first time.

- A) pre-approach
- B) presentation
- C) approach
- D) prospecting

Answer: <https://biology-forums.com/index.php?topic=415190>

Question 935

In contrast with direct marketing, personal selling is better suited to highly targeted and customized marketing efforts and to building one-to-one customer relationships.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415055>

Question 936

The shift to _____ is spawning a new generation of more specialized and highly targeted communication efforts.

- A) one-to-one marketing
- B) mass marketing
- C) broadcasting
- D) market fragmentation

Answer: <https://biology-forums.com/index.php?topic=414780>

Question 937

All of the following are external factors affecting pricing decisions, except which one?

- A) economic conditions, resellers, and government
- B) competition
- C) nature of the market and demand
- D) organizational considerations

Answer: <https://biology-forums.com/index.php?topic=415604>

Question 938

All of the following are accurate descriptions of "disintermediation," except which one?

- A) Changes in technology and the growth of direct marketing are having a profound impact on traditional resellers.
- B) The Internet is a major disintermediating force.
- C) Disintermediation is often associated with the surge in online selling.
- D) Disintermediation works whether or not a new channel form succeeds in bringing greater value to consumers.

Answer: <https://biology-forums.com/index.php?topic=415982>

Question 939

Industrial economies consume most of their own agricultural and industrial output.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415451>

Question 940

If the new product satisfies the market, it will enter a(an) _____, in which sales will start climbing quickly.

- A) decline stage

- B) introduction stage
- C) maturity stage
- D) growth stage

Answer: <https://biology-forums.com/index.php?topic=415252>

Question 941

A company's success or failure at building profitable customer relationships depends not only on its own actions but also how well the entire system serves the needs of final consumers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414649>

Question 942

All of the following are accurate descriptions of reasons for the rise of mega- retailers, except which one?

- A) Mega-retailers have superior information technology and buying power.
- B) Mega-retailers offer consumers better merchandise selections, good service, and strong price savings to consumers.
- C) Some mega-retailers control access to enormous numbers of consumers, giving them the upper hand in their dealings with manufacturers.
- D) All of the above

Answer: <https://biology-forums.com/index.php?topic=414549>

Question 943

Seat belts and air bags have low appeal, but may benefit consumers in the long run. They are examples of salutary products.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416334>

Question 944

The _____ of the dramatic iMac helped reestablish Apple as a legitimate contender in the PC industry.

- A) one-button Internet access
- B) cost
- C) price
- D) design

Answer: <https://biology-forums.com/index.php?topic=414868>

Question 945

Selecting which segments to serve is called _____.

- A) positioning
- B) customization
- C) target marketing
- D) market segmentation

Answer: <https://biology-forums.com/index.php?topic=414426>

Question 946

An example of a(n) _____ is when a customer pays Circuit City \$250 and receives a television set in return.

- A) market
- B) exchange
- C) segment
- D) transaction

Answer: <https://biology-forums.com/index.php?topic=414389>

Question 947

All of the following are accurate descriptions of marketers' responses to critics' charges of excessive markups, except which one?

- A) All consumer abuses are by and large unintentional, except for maybe a few.
- B) Some markups must cover the high cost of purchasing, promoting, and distributing existing products.
- C) Some markups must cover high research and development costs.
- D) Businesses try to deal fairly with consumers because they want repeat business.

Answer: <https://biology-forums.com/index.php?topic=416249>

Question 948

The mission statement of the Girl Scouts of America reads as follows: "where girls grow strong." This reflects the fact that mission statements must _____.

- A) be motivating
- B) be narrow
- C) fit the market environment
- D) be realistic

Answer: <https://biology-forums.com/index.php?topic=414841>

Question 949

Strategic control involves looking at whether a company's basic strategies are well matched to its opportunities.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415013>

Question 950

The _____ is normally conducted by an objective and experienced outside party. The findings are later presented to management. Management then decides which actions make sense and how and when to implement them.

- A) advertising plan
- B) marketing audit
- C) marketing planning
- D) none of the above

Answer: <https://biology-forums.com/index.php?topic=414828>

Question 951

List and describe the major steps in effective selling.

Answer: <https://biology-forums.com/index.php?topic=415473>

Question 952

All of the following are accurate descriptions of integrated marketing communications (IMC), except which one?

- A) IMC calls for recognizing all contact points where the customer may encounter the company, its products, and its brands.
- B) IMC builds a strong brand identity in the marketplace by tying together all of a company's images and messages.
- C) IMC means that a company's PR materials, direct mail campaign, and advertising are independent in terms of look and feel of the company's Web site.
- D) IMC means that all corporate messages, positioning and images, are coordinated across all marketing communications venues.

Answer: <https://biology-forums.com/index.php?topic=414789>

Question 953

Search engines, portals, e-tailers and dot-coms are examples of _____, selling products and services directly to final buyers via the Internet.

- A) click-only marketers
- B) brick-and-mortar retailers
- C) new-age businesses
- D) click-and-mortar E-marketers

Answer: <https://biology-forums.com/index.php?topic=415632>

Question 954

Marketing, once under the for-profit domain, is now practiced by non-profit marketers too. With the aid of an example or two, discuss how non-profit marketers are utilizing marketing to run their operations.

Answer: <https://biology-forums.com/index.php?topic=414719>

Question 955

Persuasive advertising is used heavily when introducing a new product category.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415076>

Question 956

_____ refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment.

- A) Self-image
- B) Perception

- C) Self-Concept
- D) Personality

Answer: <https://biology-forums.com/index.php?topic=415930>

Question 957

In the case of prestige goods, the demand curve sometimes slopes downward.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415796>

Question 958

_____ is a period of market acceptance and increasing profits.

- A) Maturity
- B) Introduction
- C) Product development
- D) Growth

Answer: <https://biology-forums.com/index.php?topic=415224>

Question 959

All of the following statements reflect the benefits of acquisitions, except which one?

- A) An industry that was not very competitive might become very competitive after the acquisition.
- B) A well-managed firm may take over a poorly-managed company and improve its efficiency.
- C) Acquisitions in some industries (retailing, financial services) actually reduce competition.
- D) The acquiring firm gains economies of scale that lead to lower costs and lower prices.

Answer: <https://biology-forums.com/index.php?topic=416279>

Question 960

In planning positioning strategies, marketers often prepare _____, which show consumer perceptions of their brands versus competing products on important buying dimensions.

- A) annual marketing plans
- B) strategic marketing plans
- C) perceptual positioning maps
- D) plans

Answer: <https://biology-forums.com/index.php?topic=414482>

Question 961

Setting a price for by-products in order to make the main product's price more competitive is called _____.

- A) product-line pricing
- B) captive-product pricing
- C) optional-product pricing
- D) by-product pricing

Answer: <https://biology-forums.com/index.php?topic=415645>

Question 962

Baby boomers and Generation Xers are two key age-related market segments of interest to marketers. In your own words, highlight the key distinguishing characteristics of the two segments.

Answer: <https://biology-forums.com/index.php?topic=415462>

Question 963

Making more sales to current customers without changing a firm's products is _____.

- A) product development
- B) market penetration
- C) market growth
- D) market development

Answer: <https://biology-forums.com/index.php?topic=414768>

Question 964

All of the following are accurate descriptions of factors determining price elasticity of demand, except which one?

- A) Buyers are more price-sensitive when the product is high in quality, prestige, or exclusiveness.

- B) Buyers are less price-sensitive when the product being purchased is unique.
- C) Buyers are less price-sensitive when substitute products are hard to find
- D) Buyers are less price-sensitive when they cannot easily compare the quality of substitutes.

Answer: <https://biology-forums.com/index.php?topic=415594>

Question 965

Many companies are adopting design for environment (DFE) practices, which involve thinking ahead in the design stage to create products that are easier to recover, reuse, or recycle.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416352>

Question 966

_____ are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.

- A) Social classes
- B) Cultural groups
- C) Families
- D) Reference groups

Answer: <https://biology-forums.com/index.php?topic=415891>

Question 967

Personal selling, the interactive arm of personal selling, is a(an) _____ communication.

- A) inexpensive
- B) direct
- C) two-way
- D) indirect

Answer: <https://biology-forums.com/index.php?topic=415363>

Question 968

Introducing a new product into the market requires a lot of investment in time and money. The company may have to build or rent a manufacturing facility. And it may have to spend, in the case of consumer packaged goods, between \$10 million and \$200 million for advertising, sales promotion and other marketing efforts. The company is getting ready to go ahead with _____.

- A) commercialization
- B) concept development and testing
- C) idea screening
- D) product development

Answer: <https://biology-forums.com/index.php?topic=415339>

Question 969

Achievement and success, activity and involvement, efficiency and practicality are basic American cultural values.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416142>

Question 970

Steiner Optical captures 80 percent of the world's military binoculars market, using a concentrated marketing strategy.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414653>

Question 971

Channel members _____ by bridging the time, place, and possession gaps that separate goods and services from those who would use them.

- A) make narrow assortments of products for consumers
- B) add value
- C) diminish value
- D) do not break bulk

Answer: <https://biology-forums.com/index.php?topic=415878>

Question 972

_____ is a free-trade zone expected to include 34 countries, stretching from the Bering Strait to Cape Horn, with a population of 800 million, a combined GDP of more than \$13 trillion, and more than \$3.4 trillion in annual world trade.

- A) MERCOSUR
- B) EU
- C) Free Trade Area of the Americas (FTAA)
- D) NAFTA

Answer: <https://biology-forums.com/index.php?topic=416050>

Question 973

The _____ involves the natural resources that are needed as inputs by marketers or that are affected by marketing activities.

- A) technological environment
- B) cultural environment
- C) natural environment
- D) economic environment

Answer: <https://biology-forums.com/index.php?topic=415195>

Question 974

_____ are the sum of the fixed and variable costs for any given level of production.

- A) Target costs
- B) Value costs
- C) Total costs
- D) All costs

Answer: <https://biology-forums.com/index.php?topic=415534>

Question 975

There are four major e-marketing domains of e-commerce initiatives. List and describe each.

Answer: <https://biology-forums.com/index.php?topic=415853>

Question 976

By itself, marketing information has no worth; its value comes from its use.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415776>

Question 977

_____ means marketing a product in a foreign market without any change.

- A) Straight product extension
- B) Communication adaptation
- C) Product invention
- D) Product adaptation

Answer: <https://biology-forums.com/index.php?topic=416013>

Question 978

A _____ is a segment of a culture or groups of people with shared valued systems based on common life experiences and situations.

- A) reference group
- B) nontraditional family
- C) subculture
- D) social class

Answer: <https://biology-forums.com/index.php?topic=415888>

Question 979

All of the following statements are accurate descriptions of closed-end questions, except which one?

- A) Scale questions are examples of closed-end questions.
- B) Respondents answer in their own words to closed-end questions
- C) Multiple-choice questions are examples of closed-end questions.
- D) Closed-end questions provide answers that are easier to interpret and tabulate.

Answer: <https://biology-forums.com/index.php?topic=415680>

Question 980

All of the following statements are accurate descriptions of issues concerning socially responsible target marketing, except which one?

- A) Cigarette, beer and fast-food marketers have generated much controversy by their attempts to target inner-city minority consumers.
- B) A recent FTC study found that 80 percent of R-rated movies and 70 percent of video games with a mature rating were targeted to children under 17. Some critics have called for a complete ban on advertising to children.
- C) Socially responsible marketing calls for segmentation and targeting that serve not just the interests of the company but also the interests of those targeted.
- D) Colgate makes a large selection of toothbrushes and toothpaste flavors and packages for children, making tooth brushing more fun and to get kids to brush longer and more often.

Answer: <https://biology-forums.com/index.php?topic=414606>

Question 981

A major computer software firm Comp Association in Long Island, N.Y. is planning to sell its products and services in several nations throughout the world, viewing the market segments as having a lot in common with each other. When Comp Association develops a standardized marketing mix for entire sets of country markets, it operates as a(an) _____.

- A) domestic firm
- B) regional firm
- C) international firm
- D) global firm

Answer: <https://biology-forums.com/index.php?topic=416087>

Question 982

The Internet has transformed the way we do business in today's day and age. Explain.

Answer: <https://biology-forums.com/index.php?topic=414713>

Question 983

Dot-coms failed primarily because of lack of a sound business model and improper research and planning.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415829>

Question 984

The three main types of discount stores are independents, factory outlets, and warehouse clubs.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414683>

Question 985

Sales promotion includes all of the following tools, except which one?

- A) point-of-purchase displays
- B) coupons
- C) press releases
- D) premiums

Answer: <https://biology-forums.com/index.php?topic=414752>

Question 986

Theaters and sports' teams sell season tickets at less than the cost of single tickets; hotels sell specially-priced weekend packages that include room, meals, and entertainment; and Internet service providers sell packages that include Web access. _____ can promote the sales of products consumers might not otherwise buy, but the combined price must be low enough to get them to buy the entire package.

- A) Optional-product pricing
- B) Captive-product pricing
- C) Product-bundle pricing
- D) Discount pricing

Answer: <https://biology-forums.com/index.php?topic=415652>

Question 987

In the model of buyer behavior, the consumer black box is made up of buyer characteristics and a buyer decision process.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416134>

Question 988

A fragrance company finds that heavy users of its brand are single men and women who stay out late and socialize a lot. Unless this group lives or shops at certain places and is exposed to certain media, it members will not be _____.

- A) substantial
- B) accessible
- C) differentiable and actionable
- D) measurable

Answer: <https://biology-forums.com/index.php?topic=414538>

Question 989

All of the following are accurate descriptions of brokers, except which one?

- A) Brokers are wholesalers who take title to goods.
- B) Brokers bring buyers and sellers together.
- C) Brokers perform only a few functions.
- D) Brokers assist in negotiations.

Answer: <https://biology-forums.com/index.php?topic=414417>

Question 990

All of the following are accurate reasons for enacting business legislation, except which one?

- A) To protect companies from each other.
- B) Laws are passed to define and prevent unfair competition.
- C) Unfair business practices are loosely defined and not enforced by various agencies.
- D) To protect consumers from unfair business practices.

Answer: <https://biology-forums.com/index.php?topic=415206>

Question 991

A(n) _____ is an individual acting for a company by performing one or more of the following activities: prospecting, communicating, servicing, and information-gathering.

- A) account representative
- B) sales consultant
- C) salesperson
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415119>

Question 992

The Internet gives consumers a greater measure of _____.

- A) convenience
- B) empowerment
- C) control
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415590>

Question 993

_____ needs arise from states of tension such as hunger, thirst, or discomfort.

- A) Biological
- B) Recognition
- C) Psychological
- D) Perceptual

Answer: <https://biology-forums.com/index.php?topic=415939>

Question 994

Define the term "adoption process." Consumers go through five stages in the process of adopting a new product. Explain.

Answer: <https://biology-forums.com/index.php?topic=416220>

Question 995

All of the following are examples of joint ventures, except which one?

- A) direct exporting
- B) contract manufacturing

- C) management contracting
- D) licensing

Answer: <https://biology-forums.com/index.php?topic=416094>

Question 996

Unsolicited, unwanted commercial e-mail messages that clog up our e-mailboxes are called "spam."

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415812>

Question 997

Customer-focused definitions of quality suggest that quality begins with customer needs and ends with customer needs.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415054>

Question 998

_____ is the auto industry's public exchange. Created jointly by the Big Three auto makers, the site connects auto makers with suppliers worldwide.

- A) Quicken Loans
- B) Covisint
- C) NASDAQ
- D) The Jacob Javits Center

Answer: <https://biology-forums.com/index.php?topic=415605>

Question 999

All of the following are accurate descriptions of wholesaling, except which one?

- A) Wholesalers break bulk.
- B) Wholesalers hold inventories, thereby reducing inventory costs and risks of suppliers and customers.
- C) Wholesalers do not add any value by performing channel functions.
- D) Wholesalers' sales forces help manufacturers reach many small customers at a low cost.

Answer: <https://biology-forums.com/index.php?topic=414422>

Question 1000

_____ refers to the buying behavior of the organizations that buy goods and services for use in the production of other products and services that are sold, rented, or supplied to others.

- A) Consumer buying behavior
- B) Buying center
- C) Buying situation
- D) Business buying behavior

Answer: <https://biology-forums.com/index.php?topic=415988>

Question 1001

_____ gives buyers access to new suppliers, lowers purchasing costs, and hastens order processing and delivery.

- A) E-procurement
- B) Reverse auctions
- C) Blanket contracting
- D) Systems selling

Answer: <https://biology-forums.com/index.php?topic=416014>

Question 1002

All of the following are accurate descriptions of the nation's baby boomers, except which one?

- A) The boomers have presented a moving target, creating new markets as they grow into their middle-age years.
- B) Today's baby boomers span a 20-year age range.
- C) Almost 25 percent of boomers belong to a racial or ethnic minority.
- D) Today's boomers account for about 50 percent of the population and earn less than half of all personal income.

Answer: <https://biology-forums.com/index.php?topic=415174>

Question 1003

All of the following reflect traditional buyers' rights, except which one?

- A) The right to expect the product to perform as claimed.
- B) The right to expect the product to be safe.
- C) The right to expect products to be purchased only during a sale.
- D) The right not to buy a product that is offered for sale.

Answer: <https://biology-forums.com/index.php?topic=416290>

Question 1004

All of the following statements are accurate descriptions of differences between the NAFTA and EU, except which one?

- A) Unlike NAFTA, the EU has adopted a common currency.
- B) Both NAFTA and EU allow free movement of labor and capital across member nations.
- C) Both NAFTA and EU are free trade zones.
- D) Unlike NAFTA, the EU has more member countries.

Answer: <https://biology-forums.com/index.php?topic=415944>

Question 1005

An attractive idea must be developed into a _____.

- A) test market
- B) product idea
- C) product image
- D) product concept

Answer: <https://biology-forums.com/index.php?topic=415151>

Question 1006

The Body Shop, Sunglass Hut, Gap, and the Athlete's Foot are all examples of _____.

- A) superstores
- B) department stores
- C) off-price retailers
- D) specialty stores

Answer: <https://biology-forums.com/index.php?topic=414371>

Question 1007

A marketing information system assesses information needs, develops needed information, helps users analyze information and finally, distributes the marketing information and helps managers use it in their decision making.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415763>

Question 1008

Non-store retailing includes all selling to final consumers through direct mail, catalogs, telephone, the Internet, and other direct-selling approaches.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414660>

Question 1009

Managers often start with descriptive research and later follow with exploratory or causal research.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415795>

Question 1010

Marketing strategy statement consists of three parts. The second part describes the target market; the planned product positioning; and the sales, market share, and profit goals for the first few years.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415409>

Question 1011

Marketing offers are limited to physical products.

- A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=414630>

Question 1012

Market fragmentation has not resulted in media fragmentation.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415024>

Question 1013

The Bank of New York bought Pershing, a part off-shore BPO firm with operations in India, from Credit Suisse First Boston. The Bank of New York is pursuing _____ for growth.

A) market penetration strategy

B) product development strategy

C) market development strategy

D) diversification strategy

Answer: <https://biology-forums.com/index.php?topic=414977>

Question 1014

In recent years, _____ have suffered from overcapacity as the primary market of young, blue-collar men has shrunk. As a result, many have shrunk their image of a "truck stop," where men go to buy beer, cigarettes, and magazines, and instead offer freshly prepared foods and cleaner, safer environments. They localize based on the neighborhoods they locate themselves in.

A) superstores

B) department stores

C) supermarkets

D) convenience stores

Answer: <https://biology-forums.com/index.php?topic=414520>

Question 1015

Advertising is more effective than personal selling in building up buyer's preferences, convictions, and actions.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415039>

Question 1016

Convenience stores are applying "micromarketing," the practice of tailoring each store's merchandise to the specific needs of its surrounding neighborhood.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=414638>

Question 1017

Ethnographic research involves sending trained observers to watch consumers in their "natural environments."

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415822>

Question 1018

_____ are minor stimuli that determine when, where, and how a person responds.

A) Responses

B) Drives

C) Cues

D) Actions

Answer: <https://biology-forums.com/index.php?topic=416101>

Question 1019

All of the following are accurate descriptions of horizontal marketing systems, except which one?

A) Companies can work together on a temporary or permanent basis or they may create a separate company.

B) Companies can join together with competitors or non-competitors.

C) By working together, companies can combine their financial, production, or marketing resources to accomplish more than any one company could alone.

D) All of the above are correct

Answer: <https://biology-forums.com/index.php?topic=415965>

Question 1020

All of the following are accurate descriptions of retailer activities, except which one?

A) In recent years, store retailing has been growing much faster than non-store retailing.

B) Retailing involves all activities involved in selling goods directly to final consumers.

C) Wholesale clubs like, BJ's, Sam's and Costco are off-price retailers.

D) Specialty stores are a type of retail store.

Answer: <https://biology-forums.com/index.php?topic=414454>

Question 1021

Combining two or more modes of transportation is called _____.

A) integrated transportation

B) dual transportation

C) intermodal transportation

D) integrated logistics management

Answer: <https://biology-forums.com/index.php?topic=416084>

Question 1022

All of the following are stages in the PLC, except which one?

A) introduction

B) growth

C) decline

D) adoption

Answer: <https://biology-forums.com/index.php?topic=415304>

Question 1023

The study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics is called demography.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415410>

Question 1024

Information contained in internal databases can come from many sources. All of the following are examples of vital internal sources, except which one?

A) The operations department prepares reports on production schedules, shipments and inventories.

B) The marketing department furnishes information on customer demographics, psychographics, and buying behavior.

C) The accounting department prepares financial statements and keeps records of sales, costs, cash flows.

D) Important intelligence information from suppliers.

Answer: <https://biology-forums.com/index.php?topic=415504>

Question 1025

Sears wants to know what appeals will be most effective in its corporate advertising campaign. In such a situation, marketing intelligence will provide the detailed information needed.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415778>

Question 1026

All of the following are accurate descriptions of agents, except which one?

A) Some agents specialize by customer type.

B) Agents take title to goods.

C) Some agents specialize by product line.

D) Agents represent buyers on a permanent basis.

Answer: <https://biology-forums.com/index.php?topic=414414>

Question 1027

The New Economy revolves around _____.

- A) standardization
- B) the growth of new intermediaries
- C) information business
- D) manufacturing companies

Answer: <https://biology-forums.com/index.php?topic=415540>

Question 1028

All of the following are accurate descriptions of the changing demographic environment, except which one?

- A) Baby boomers create a diverse set of target segments for businesses.
- B) The growth of the world population has stagnated.
- C) The baby boomers were born between 1946 and 1964.
- D) Chinese children are being showered with gifts by their parents and grand parents due to regulations limiting families to one child each.

Answer: <https://biology-forums.com/index.php?topic=415233>

Question 1029

"At Nike we sell shoes" is a market-oriented business definition.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415044>

Question 1030

All of the following are qualities buyers like in salespeople, except which one?

- A) Sometimes salespersons tend to be pushy, late, and disorganized.
- B) Good salespeople are honest, dependable, and thorough.
- C) Good salespeople know how to listen and to build strong customer relationships.
- D) Great salespeople are empathetic toward buyers.

Answer: <https://biology-forums.com/index.php?topic=415201>

Question 1031

Walter Flores was looking for a new car. However, two factors, _____ and _____ came between his purchase intention and the final purchase decision.

- A) competitor brand offering attractive deals; urgency of other purchases
- B) attitude of others toward the new car; Walter's loss of job
- C) a friend's disappointment in Walter's decision; Walter's not-so-good credit history
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=416059>

Question 1032

_____ are defined as the first 2.5 percent of buyers to adopt a new idea. They tend to be relatively younger, better educated, and higher in income than later adopters and nonadopters.

- A) Laggards
- B) Early majority
- C) Early adopters
- D) Innovators

Answer: <https://biology-forums.com/index.php?topic=415971>

Question 1033

All of the following are reasons why channel conflict occurs, except which one?

- A) Channel members often disagree on who should do what and for what rewards.
- B) Channel members rarely give up individual company goals for the sake of overall channel goals.
- C) Although channel members depend on one another, they often act alone in their own short-run best interests.
- D) All channel members work together smoothly for the broader channel goals.

Answer: <https://biology-forums.com/index.php?topic=415917>

Question 1034

Tailoring products and marketing programs to the needs and preferences of individual customers is called local marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414691>

Question 1035

American brand icons, including Harley Davidson, Coca-Cola and Nike, create deep brand meanings for consumers and do not suffer from _____.

- A) competitive threats
- B) marketing myopia
- C) short-term losses
- D) long-term losses

Answer: <https://biology-forums.com/index.php?topic=414372>

Question 1036

With _____, companies will temporarily price their products below list price and sometimes even below cost to create buying excitement and urgency.

- A) EDLP
- B) reference prices
- C) promotional pricing
- D) psychological pricing

Answer: <https://biology-forums.com/index.php?topic=415687>

Question 1037

All of the following are accurate descriptions of statements reflecting the "handling objections" step in the selling process, except which one?

- A) In handling objections, the salesperson must seek out hidden objections, and turn the objections into reasons for buying.
- B) In handling objections, the salesperson should use a negative approach.
- C) Customers almost always have objections during the presentation or when asked to place an order.
- D) The problem can be either logical or psychological, and objections are often unspoken.

Answer: <https://biology-forums.com/index.php?topic=415204>

Question 1038

An Internet or online database search might provide _____ information a company needs quickly.

- A) observational research
- B) primary data
- C) secondary data
- D) experimental research

Answer: <https://biology-forums.com/index.php?topic=415552>

Question 1039

The diversity of a population is a challenging issue confronting marketers everywhere. The United States population is now labeled as a "salad bowl" rather than a "melting pot." Discuss the implications of diversity for marketers, highlighting some specifics.

Answer: <https://biology-forums.com/index.php?topic=415468>

Question 1040

Markets can be segmented into light, medium, and heavy product users. Heavy users are often a small percentage of the market but account for a high percentage of total consumption. Heavy users are a big draw for marketers as they prefer them over several light users. Segmenting the market applying _____ as a variable is common in the fast-food industry.

- A) occasion segmentation
- B) usage rate
- C) benefits sought
- D) user status

Answer: <https://biology-forums.com/index.php?topic=414409>

Question 1041

Primary data consists of information collected for the specific purpose at hand.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415809>

Question 1042

"Chat rooms" for real-time message exchanges are discussion groups located on commercial online services such as AOL and Compu Serve.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415800>

Question 1043

Many companies start as nichers to get a foothold against larger, more resourceful competitors, then grow into broader competitors.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414664>

Question 1044

Lifestyle is a person's pattern of living as expressed in his or her occupation.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416181>

Question 1045

Producers make broad assortments of products in large quantities, but consumers want narrow assortments of products in small quantities.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416131>

Question 1046

To a true believer, a Krispy Kreme isn't just a doughnut. It's a truly sweet experience.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414996>

Question 1047

Magazines as media are a major medium in Italy and a minor one in Austria. Newspapers are national in the U.K. but are only local in Spain. Global marketers following a communication adaptation strategy need to take _____ into consideration as it varies from country to country.

- A) product adaptation
- B) media availability
- C) media exposure
- D) media expenditure levels

Answer: <https://biology-forums.com/index.php?topic=416030>

Question 1048

All of the following are characteristics of the introduction stage of the PLC, except which one?

- A) Profits are usually negative or low because of low sales.
- B) Lots of money is needed to attract distributors and build inventories.
- C) Profits are usually negative or low because of high distribution and promotion expenses.
- D) Educating the market remains a goal, but now the company must also meet the competition.

Answer: <https://biology-forums.com/index.php?topic=415246>

Question 1049

When insurance companies were found to be gouging residents of New York and Washington D.C. in the wake of the September 11th terrorist attacks, they were accused of _____.

- A) "redlining"
- B) "dot-com lining"
- C) "Internet lining"
- D) "Weblining"

Answer: <https://biology-forums.com/index.php?topic=416271>

Question 1050

The flip side of e-marketing is _____, the buying side of e-commerce.

- A) E-supply
- B) E-business
- C) E-commerce

D) E-purchasing

Answer: <https://biology-forums.com/index.php?topic=415573>

Question 1051

Airlines offer frequent flier marketing programs to build value and satisfaction into the customer relationship. Using this approach, airlines add _____ to the customer relationship.

- A) excitement
- B) social benefits
- C) financial benefits
- D) structural benefits

Answer: <https://biology-forums.com/index.php?topic=414489>

Question 1052

Opinion leaders are people within reference groups who, because of special skills, knowledge, personality, or other characteristics, exert influence on others.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416170>

Question 1053

At P&G's reflect.com, people formulate their own beauty products. This is an example of _____.

- A) customerization
- B) customization
- C) localization
- D) standardization

Answer: <https://biology-forums.com/index.php?topic=415564>

Question 1054

HDTV matches the lifestyles found in upper middle-class homes. However, it _____.

- A) is not very compatible with the programming and broadcasting systems available to consumers.
- B) is difficult to understand or use.
- C) does not lend itself to demonstration and description.
- D) lacks in picture quality and ease of viewing over traditional TV.

Answer: <https://biology-forums.com/index.php?topic=415984>

Question 1055

The _____ is a non-profit testing and information organization that reports on various hazards in tested products, such as injury risks from lawn mowers, among other flaws.

- A) Consumers Union
- B) AMA
- C) FTC
- D) FDA

Answer: <https://biology-forums.com/index.php?topic=416259>

Question 1056

An embargo is the strongest form of quota.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416136>

Question 1057

_____ are designed to move goods rather than just store them.

- A) Conventional marketing channels
- B) Storage warehouses
- C) Distribution centers
- D) Pipelines

Answer: <https://biology-forums.com/index.php?topic=416046>

Question 1058

An embargo is also called a boycott.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416141>

Question 1059

An advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415073>

Question 1060

These days it is nearly impossible to stroll down a city block or drive on a suburban street without seeing a McDonald's, Subway, Jiffy Lube, or Holiday Inn. These stores are examples of contractual associations, also known as _____.

- A) franchises
- B) corporate chains
- C) factory outlet stores
- D) wholesale clubs

Answer: <https://biology-forums.com/index.php?topic=414390>

Question 1061

Cosmetic companies sell more than just tangible goods; they sell lifestyle, self-expression, exclusivity, spirituality and hope.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414981>

Question 1062

In B-to-B buying, e-marketers and e-purchasers come together in huge e-commerce networks.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415808>

Question 1063

Advertising objectives can be classified by primary purpose. The aim is to _____, _____, or _____.

- A) pull; push; inform
- B) inform; pull; persuade
- C) remind; inform; push
- D) inform; remind; persuade

Answer: <https://biology-forums.com/index.php?topic=414840>

Question 1064

In the _____ of new-product development, often products undergo rigorous tests to make sure that they perform safely and effectively or that consumers will find value in them.

- A) concept development and testing stage
- B) business analysis stage
- C) idea generation
- D) product development phase

Answer: <https://biology-forums.com/index.php?topic=415184>

Question 1065

_____ effects are often short-lived, however, and often are not as effective as advertising in building long-run brand preference.

- A) Direct marketing
- B) Sales promotion
- C) Public relations
- D) Personal selling

Answer: <https://biology-forums.com/index.php?topic=414809>

Question 1066

Banks, hotels, airlines, retail, tax preparation, and home repair are all examples of _____.

- A) products
- B) services
- C) ideas
- D) offers

Answer: <https://biology-forums.com/index.php?topic=414735>

Question 1067

The American Marketing Association is the trade association for direct marketers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415422>

Question 1068

_____ means the company should define its mission in broad social terms rather than narrow product terms.

- A) Value marketing
- B) Consumer-oriented marketing
- C) Innovative marketing
- D) Sense-of-mission marketing

Answer: <https://biology-forums.com/index.php?topic=416311>

Question 1069

Jack Welch, GE's former CEO once told his employees: "Companies can't give job security. Only CEOs can!"

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415059>

Question 1070

There are three main types of wholesalers: _____, _____, and _____.

- A) merchant wholesalers; agents; brokers
- B) merchant wholesalers; agents and brokers; manufacturers' sales branches and offices
- C) agents; brokers; retailers
- D) full-service wholesalers; limited-service wholesalers; agents

Answer: <https://biology-forums.com/index.php?topic=414554>

Question 1071

To counter competitor price reductions, marketers might adopt any of the following actions, except which one?

- A) The firm might improve quality and increase price, moving its brand into a higher-priced position.
- B) The marketer could reduce its price to match the competitor's price.
- C) The marketer might maintain its price but raise the perceived value of its offer.
- D) All of the above are valid responses to competitor actions.

Answer: <https://biology-forums.com/index.php?topic=415708>

Question 1072

A shopping center includes a group of retail businesses planned, developed, owned, and managed as a unit.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414706>

Question 1073

Telephone marketing, direct mail, and online marketing are all forms of _____.

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

Answer: <https://biology-forums.com/index.php?topic=414816>

Question 1074

What is business portfolio planning? Discuss the Boston Consulting Group's product portfolio analysis method.

Answer: <https://biology-forums.com/index.php?topic=415077>

Question 1075

A supply chain is made up of the company suppliers, distributors, and ultimately customers who "partner" with each other to improve the performance of the entire system.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416111>

Question 1076

One major trend is toward ____; companies such as Dell Computer and American Airlines sell directly to customers and take away business from brick-and-mortar travel agents.

- A) horizontal marketing system
- B) disintermediation
- C) a multi-channel distribution system
- D) a vertical marketing system

Answer: <https://biology-forums.com/index.php?topic=415978>

Question 1077

_____ is the approach best suited for gathering descriptive information.

- A) Secondary research
- B) Observational research
- C) Survey research
- D) Experimental research

Answer: <https://biology-forums.com/index.php?topic=415572>

Question 1078

_____ is a management approach that involves developing strategies that both sustain the environment and produce profits for the company.

- A) Capitalism
- B) Consumerism
- C) Planned obsolescence
- D) Environmental sustainability

Answer: <https://biology-forums.com/index.php?topic=416295>

Question 1079

All of the following are accurate descriptions of recent retail developments, except which one?

- A) Many shoppers prefer to shop at "lifestyle centers," smaller malls with upscale stores, convenient locations, and expensive atmospheres.
- B) The current trend is toward value-oriented outlet malls and power centers.
- C) The current trend in retailing is toward many "megamalls," such as the Mall of America.
- D) All of the above are recent trends in retailing.

Answer: <https://biology-forums.com/index.php?topic=414511>

Question 1080

B2B companies put more of their funds into personal selling, followed by sales promotion, advertising, and public relations. This indicates that B2B companies tend to use _____ more in favor of the _____.

- A) push strategy; pull strategy
- B) trade promotion; pull strategy
- C) consumer advertising; trade promotion
- D) pull strategy; push strategy

Answer: <https://biology-forums.com/index.php?topic=414830>

Question 1081

Manufacturers, wholesalers, and retailers do retailing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414657>

Question 1082

Retailing innovations are partially explained by the wheel of retailing concept. Explain.

Answer: <https://biology-forums.com/index.php?topic=414730>

Question 1083

Today's cyberspace population is becoming less mainstream and diverse.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415817>

Question 1084

When the Japanese claim their skins are different, requiring foreign cosmetic companies to test their products in Japan before selling them, they are imposing _____.

- A) embargos
- B) import licenses
- C) nontariff trade barriers
- D) exchange controls

Answer: <https://biology-forums.com/index.php?topic=416085>

Question 1085

_____ involves sending an offer, announcement, reminder, or other item to a person at a particular address.

- A) Direct-mail marketing
- B) Online marketing
- C) Kiosk marketing
- D) Telephone marketing

Answer: <https://biology-forums.com/index.php?topic=415250>

Question 1086

Gibson Guitar Corporation has chosen to build instruments one at a time, by hand. Gibson's century-old tradition of creating investment-quality instruments represents the highest standards of imaginative design and masterful craftsmanship. Gibson's CEO has found an inverse price-demand relationship exists. He states, "the more we charged, the more guitars we sold." Thus, consumers think that higher prices mean more quality in the case of _____.

- A) low-involvement consumer packaged goods
- B) prestige goods
- C) pure competition
- D) commodities

Answer: <https://biology-forums.com/index.php?topic=415587>

Question 1087

Wal-Mart works closely with its suppliers, engendering good partnership relationship management, resulting in success for Wal-Mart, suppliers and, ultimately, its customers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415391>

Question 1088

Major logistics' functions include _____.

- A) inventory management
- B) transportation and logistics' information management
- C) warehousing
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=416099>

Question 1089

All of the following are accurate descriptions of a vertical marketing system (VMS), except which one?

- A) In a VMS, no formal means exists for assigning roles and resolving channel conflict.
- B) A VMS consists of producers, wholesalers, and retailers acting as a unified system.
- C) One channel member has contracts with other members or wields power over others for increased cooperation.
- D) One channel member owns the others.

Answer: <https://biology-forums.com/index.php?topic=415937>

Question 1090

In the case of prestige goods, the demand curve sometimes _____.

- A) slopes upward and downward
- B) slopes downward
- C) stays horizontal
- D) slopes upward

Answer: <https://biology-forums.com/index.php?topic=415584>

Question 1091

Monthly bills for rent, heat, interest, and executive salaries, regardless of the company's output, are examples of variable costs.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415761>

Question 1092

_____ is the period when sales fall off and profits drop.

- A) Maturity
- B) Growth
- C) Decline
- D) Introduction

Answer: <https://biology-forums.com/index.php?topic=415230>

Question 1093

All of the following are accurate descriptions of retailer marketing decisions, except which one?

- A) Today, national-branded manufacturers, in their drive for volume, have placed their branded goods everywhere.
- B) National brands are found not only in department stores but also in mass-merchandise discount stores.
- C) Service differentiation among retailers has slowly eroded.
- D) With national brands found in multiple retail outlets, retail assortments are looking very different from each other.

Answer: <https://biology-forums.com/index.php?topic=414477>

Question 1094

Given that the Hispanic segment of the U.S. population is the largest ethnic minority today, multinationals like P&G are capitalizing on these changes. This reflects that P&G is interested in the study of the _____.

- A) political environment
- B) economic environment
- C) technological environment
- D) demographic environment

Answer: <https://biology-forums.com/index.php?topic=415253>

Question 1095

_____ are industrial products that include installations and accessory equipment. They include portable factory equipment and tools and office equipment.

- A) Capital items
- B) Supplies and services
- C) Materials and parts
- D) All of the above

Answer: <https://biology-forums.com/index.php?topic=414817>

Question 1096

Prospecting is the step in the personal selling process in which the salesperson identifies qualified potential customers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415378>

Question 1097

Increasingly in today's marketplace, competition takes place between the _____.

- A) number 1 and number 2 spot firms
- B) large and small competitors
- C) entire value-delivery networks of firms.
- D) none of the above is correct

Answer: <https://biology-forums.com/index.php?topic=414785>

Question 1098

Advertising includes any _____ form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

- A) free
- B) paid
- C) unpaid
- D) print

Answer: <https://biology-forums.com/index.php?topic=414760>

Question 1099

Demographic segmentation divides the market into groups based on variables, such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, and nationality.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414622>

Question 1100

Companies everywhere pursue international markets for a variety of reasons. List and discuss the major reasons why companies go abroad.

Answer: <https://biology-forums.com/index.php?topic=416213>

Question 1101

The marketing strategy statement in new product development consists of three parts: _____, _____, and _____.

- A) idea generation; idea screening; idea management
- B) idea generation; idea screening; concept development
- C) target market description; planned product positioning; sales, market share, and profit goals for the first few years.
- D) idea generation; concept development; concept testing

Answer: <https://biology-forums.com/index.php?topic=415168>

Question 1102

General Mills now targets the African-American market with separate campaigns for its Big G cereals: Cheerios, Trix, Honey Nut Cheerios, and Cinnamon Toast Crunch. This reflects the _____.

- A) changing education levels of the African-American population
- B) U.S. is becoming increasingly diverse and large companies are developing specially-designed products for each ethnic group
- C) African-American workforce is becoming more white-collar
- D) spending power of African Americans

Answer: <https://biology-forums.com/index.php?topic=415263>

Question 1103

_____ is a simple way for a manufacturer to enter international marketing. The company enters into an agreement in the foreign market in return for a fee or royalty. The manufacturing company gains entry into the market at little risk.

- A) Licensing
- B) Management contracting
- C) Joint ownership
- D) Contract manufacturing

Answer: <https://biology-forums.com/index.php?topic=415989>

Question 1104

Marketing offers include products, services, information, or experiences offered to a market to satisfy a need or want.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414633>

Question 1105

When faced with moral dilemmas, companies need to develop _____, which are broad guidelines that everyone in the organization must follow.

- A) innovative products
- B) deeper relationships with customers
- C) corporate marketing ethics' policies
- D) complex yet, practical rules

Answer: <https://biology-forums.com/index.php?topic=416324>

Question 1106

Many companies are using the Web to make sales presentations and service accounts. Discuss the pros and cons of using a Web-based sales force and Web-based selling in general.

Answer: <https://biology-forums.com/index.php?topic=415463>

Question 1107

Activities such as product development, research, promotion, pricing and distribution are core _____.

- A) business activities
- B) exchange relationship activities
- C) marketing activities
- D) consumer activities

Answer: <https://biology-forums.com/index.php?topic=414398>

Question 1108

Young and Rubicam, a leading global ad agency, Burke Marketing Research and other media firms are also known as _____.

- A) physical distribution firms
- B) business marketers
- C) suppliers
- D) marketing intermediaries

Answer: <https://biology-forums.com/index.php?topic=415305>

Question 1109

A marketing services firm that assists companies in planning, preparing, implementing, and evaluating all or portions of their advertising programs is called a(an) _____.

- A) advertising agency
- B) promotion agency
- C) agent
- D) marketing research firm

Answer: <https://biology-forums.com/index.php?topic=414939>

Question 1110

_____ is the step in the selling process in which the salesperson learns as much as possible about a prospective customer before making a sales call.

- A) Handling objections
- B) Pre-approach
- C) Approach
- D) Prospecting

Answer: <https://biology-forums.com/index.php?topic=415185>

Question 1111

Most companies are moving away from mass marketing and toward _____.

- A) market segmentation
- B) targeting
- C) macromarketing
- D) both A and B are correct

Answer: <https://biology-forums.com/index.php?topic=414394>

Question 1112

A group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives is called a public.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415405>

Question 1113

When Heinz introduced EZ Squirt packaging and new colors such as Blastin' Green and Awesome Orange to revitalize consumer buying, the company was _____.

- A) modifying the product
- B) modifying the distribution
- C) modifying the pricing strategy

D) modifying the market

Answer: <https://biology-forums.com/index.php?topic=415284>

Question 1114

Two mothers at a picnic discussing the nutritional benefits of Kellogg's Fruit Loops is an example of the _____.

- A) "fantasy" style of advertising execution
- B) "slice of life" style of advertising execution
- C) "mood or image" style of advertising execution
- D) "lifestyle" style of advertising execution

Answer: <https://biology-forums.com/index.php?topic=414890>

Question 1115

The American marketing system has been accused of adding several "evils" in American society at large.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416358>

Question 1116

Companies using a _____ specialize in selling only a portion of the company's products or lines.

- A) complex sales force structure
- B) customer sales force structure
- C) territorial sales force structure
- D) product sales force structure

Answer: <https://biology-forums.com/index.php?topic=415136>

Question 1117

In a manufacturer-sponsored retailer-franchise system, Coca-Cola licenses bottlers in various markets who buy Coca-Cola syrup concentrate and then bottle and sell the finished product to retailers in local markets.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416186>

Question 1118

Department stores carry a wide variety of product lines. Nordstrom, Saks, Neiman Marcus, and other high-end department stores are doing well by emphasizing high-quality service.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414647>

Question 1119

When JC Penney announces that it is having a major one-day sale on Wednesday, it will choose among all of the following media, except which one?

- A) radio
- B) newspapers
- C) television
- D) both A and B are correct

Answer: <https://biology-forums.com/index.php?topic=414921>

Question 1120

Several dot-coms have still to show three consecutive quarters or an entire year of profits. The need to define a revenue and profit model is of paramount importance. List and discuss any three types of dot-com e-commerce revenue models.

Answer: <https://biology-forums.com/index.php?topic=415862>

Question 1121

The Swiss watchmaker, Swatch, uses its club's website as an ultimate meeting place to market memorabilia to enthusiasts. Swatch also caters to collectors and publishes a magazine to disseminate news about watch lovers. Using this approach, Swatch adds _____ to the customer relationship.

- A) social benefits
- B) self-esteem
- C) structural benefits
- D) financial benefits

Answer: <https://biology-forums.com/index.php?topic=414495>

Question 1122

A laptop computer manipulates _____ in its thousands of applications.

- A) extranets
- B) bits
- C) intranets
- D) bytes

Answer: <https://biology-forums.com/index.php?topic=415742>

Question 1123

_____ are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price, and style.

- A) Unsought products
- B) Shopping products
- C) Convenience products
- D) Specialty products

Answer: <https://biology-forums.com/index.php?topic=414778>

Question 1124

Loyalty status segmentation divides buyers into groups according to their degree of loyalty. Some consumers are completely loyal-they buy one brand all the time. Others are somewhat loyal; they have divided loyalty to two or three brands of a given product. Still others show no loyalty to any brand at all. Called non-loyals, companies attract them by _____.

- A) raising prices
- B) developing marketing appeals
- C) putting their brands on sale
- D) targeting light users

Answer: <https://biology-forums.com/index.php?topic=414566>

Question 1125

At America Online, "we provide online services," is a market-oriented business definition.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415041>

Question 1126

Overhead costs are the sum of the fixed and variable costs for any given level of production.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415766>

Question 1127

_____ is found in the distribution of new automobiles and prestige women's clothing.

- A) Intensive distribution
- B) Disintermediation
- C) Selective distribution
- D) Exclusive distribution

Answer: <https://biology-forums.com/index.php?topic=415993>

Question 1128

After idea generation and screening, consumers may then be asked to react to the _____ by answering a few questions.

- A) business analysis
- B) marketing strategy
- C) product concept
- D) product development

Answer: <https://biology-forums.com/index.php?topic=415331>

Question 1129

Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

- A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=416214>

Question 1130

_____ are products and services bought by final consumers for personal consumption.

- A) Business products
- B) Capital items
- C) Consumer products
- D) Industrial products

Answer: <https://biology-forums.com/index.php?topic=414765>

Question 1131

Define subcultures. Pick any two subcultures and explain the characteristics of each.

Answer: <https://biology-forums.com/index.php?topic=416239>

Question 1132

New-product failure rates range anywhere from a low of 30 percent to a high of 95 percent. There are several reasons for new product failure. Explain, using examples wherever necessary.

Answer: <https://biology-forums.com/index.php?topic=415450>

Question 1133

All of the following are accurate descriptions of the income distribution patterns in the U.S., except which one?

- A) Income distribution in the United States is still skewed across the social classes.
- B) The underclass (welfare, retirees) must count their pennies even for the most basic purchases.
- C) The income levels of the middle class have grown over the past three decades.
- D) Upper-class consumers include those whose spending patterns are not affected by current economic events.

Answer: <https://biology-forums.com/index.php?topic=415264>

Question 1134

Informative advertising is important for mature products.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415082>

Question 1135

Historically, _____ has been the major factor affecting buyer choice. However, in recent decades, _____ factors have become more important in buyer-choice behavior.

- A) price; exchange
- B) price; value
- C) non-price; price
- D) price; non-price

Answer: <https://biology-forums.com/index.php?topic=415487>

Question 1136

_____ is setting prices below costs.

- A) Predatory pricing
- B) Healthy competition
- C) Value bundling
- D) Unfair competition

Answer: <https://biology-forums.com/index.php?topic=416282>

Question 1137

To increase its U.S. market share, Starbucks has stepped up efforts in the areas of product availability and promotion. These are examples of broad _____.

- A) marketing goals
- B) marketing strategies
- C) marketing objectives
- D) none of the above is correct

Answer: <https://biology-forums.com/index.php?topic=414862>

Question 1138

Johnson and Johnson targeted the adult market with its baby powder and shampoo. In _____, Johnson and Johnson increased the consumption of the current product.

- A) modifying the distribution
- B) modifying the market
- C) modifying the pricing strategy
- D) modifying the product

Answer: <https://biology-forums.com/index.php?topic=415275>

Question 1139

A channel arrangement in which two or more companies at one level join together to follow a new marketing opportunity is called a horizontal marketing system.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416189>

Question 1140

Define consumer behavior. Identify any three sets of buyer characteristics that influence consumer lifestyle. Discuss the characteristics in terms of their significance to marketers.

Answer: <https://biology-forums.com/index.php?topic=416234>

Question 1141

The steps in the marketing control process include all, except which one?

- A) taking corrective action
- B) defining the mission
- C) setting goals
- D) measuring performance

Answer: <https://biology-forums.com/index.php?topic=414938>

Question 1142

A salesperson might be an _____.

- A) order getter
- B) department store salesperson
- C) order taker
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415121>

Question 1143

Test marketing is not needed normally under the following conditions, except which one?

- A) When copies of successful competitor products are marketed.
- B) When simple line extensions are introduced.
- C) When management is already confident about the new product.
- D) When introducing a new product requires a big investment.

Answer: <https://biology-forums.com/index.php?topic=415338>

Question 1144

Lubricants, coal, paper, pencils, paint, nails and window cleaning and computer repair are all examples of a group of business products called _____.

- A) capital items
- B) materials and parts
- C) industrial products
- D) supplies and services

Answer: <https://biology-forums.com/index.php?topic=414823>

Question 1145

_____ entails reducing the business portfolio by eliminating products that no longer fit the company's overall strategy.

- A) Product line extension
- B) BCG
- C) Downsizing

D) Market segmentation

Answer: <https://biology-forums.com/index.php?topic=414794>

Question 1146

The uncontrollable macro forces to which a firm must adapt is called the _____.

- A) marketing audit
- B) micro environment
- C) marketing environment
- D) none of the above

Answer: <https://biology-forums.com/index.php?topic=414831>

Question 1147

As the demographic segments continue to change in the United States, successful marketers need to take advantage of opportunities in various segments. Thus, addressing these changes will be the key to economic survival. Pick the teen segment and discuss marketing strategies used to target the group.

Answer: <https://biology-forums.com/index.php?topic=415459>

Question 1148

List and discuss the three major modes of foreign market entry.

Answer: <https://biology-forums.com/index.php?topic=416231>

Question 1149

A company's _____ consists of actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers.

- A) marketing plan
- B) microenvironment
- C) macroenvironment
- D) marketing environment

Answer: <https://biology-forums.com/index.php?topic=415117>

Question 1150

In a new task situation, the buyer must decide on _____.

- A) suppliers
- B) product specifications
- C) price limits
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415996>

Question 1151

All of the following are accurate descriptions of the product life cycle concept, except which one?

- A) The PLC concept can describe a brand.
- B) Product forms tend to have the longest life cycles.
- C) The PLC concept can describe a product class.
- D) The PLC concept can describe a product form.

Answer: <https://biology-forums.com/index.php?topic=415231>

Question 1152

Individuals and households that buy goods and services for personal consumption are called _____.

- A) consumer markets
- B) reseller markets
- C) international markets
- D) business markets

Answer: <https://biology-forums.com/index.php?topic=415156>

Question 1153

_____ include repair and maintenance items. They are perceived to be convenience products of the industrial field because they are usually purchased with a minimum of effort or comparison.

- A) Capital items
- B) Supplies and services

- C) Materials and parts
- D) Industrial products

Answer: <https://biology-forums.com/index.php?topic=414820>

Question 1154

Linda Smith goes shopping the day after Thanksgiving. Seeing computer notebooks in a shop window, hearing of a special sale price, and receiving her husband's support are all _____ that can influence Linda's response to her interest in buying a computer notebook.

- A) actions
- B) responses
- C) cues
- D) drives

Answer: <https://biology-forums.com/index.php?topic=416104>

Question 1155

Direct investment differs from exporting in that the company joins with a host country partner to sell or market abroad.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416188>

Question 1156

When a mom-and-pop grocery retailer found out that Wal-Mart was the reason for a sharp decline in sales, they complained to their customers. _____ has occurred among the two firms in this case.

- A) Merchandising conflict
- B) Vertical channel conflict
- C) Horizontal channel conflict
- D) Supplier conflict

Answer: <https://biology-forums.com/index.php?topic=415914>

Question 1157

Differentiate between internal data, marketing intelligence, and marketing research.

Answer: <https://biology-forums.com/index.php?topic=415840>

Question 1158

_____ occurs when marketers wait for products to become obsolete before they actually should need replacement.

- A) Planned obsolescence
- B) Bait-and-switch advertising
- C) Deceptive packaging
- D) Strategic planning

Answer: <https://biology-forums.com/index.php?topic=416264>

Question 1159

Tickers are online ads that pop up between changes on a Web site.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415759>

Question 1160

Build a better mousetrap and the world will beat a path to your door reflects the _____.

- A) marketing concept
- B) product concept
- C) production concept
- D) selling concept

Answer: <https://biology-forums.com/index.php?topic=414435>

Question 1161

Charging different prices depending on individual customers and situations is called _____.

- A) dynamic pricing
- B) exchange pricing
- C) psychological pricing

D) value pricing

Answer: <https://biology-forums.com/index.php?topic=415490>

Question 1162

Apple ran ads featuring real people who had recently switched from Microsoft Windows-based PCs to Macs. Apple is using a _____ style of advertising execution.

- A) fantasy
- B) lifestyle
- C) testimonial evidence or endorsement
- D) slice of life

Answer: <https://biology-forums.com/index.php?topic=414893>

Question 1163

Walt Disney Company and Pixar Pictures have pooled resources to create a new organizational form called _____.

- A) management contracting
- B) strategic-alliance partnership
- C) licensing
- D) supply-chain management

Answer: <https://biology-forums.com/index.php?topic=414519>

Question 1164

Through _____, companies divide large, heterogeneous markets into smaller segments that can be reached more efficiently and effectively with products and services that match their unique needs.

- A) intuition
- B) market positioning
- C) market segmentation
- D) target marketing

Answer: <https://biology-forums.com/index.php?topic=414560>

Question 1165

People within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others, are called _____.

- A) Generation Xers
- B) baby boomers
- C) Generation Yers
- D) opinion leaders

Answer: <https://biology-forums.com/index.php?topic=415901>

Question 1166

E-commerce includes e-marketing and e-procurement.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415804>

Question 1167

The marketing concept is a philosophy of customer satisfaction and mutual gain.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416345>

Question 1168

The best example of a product(s) towards the end of the maturity stage and/or early decline stages of the product life cycle is _____.

- A) cellular telephones
- B) 3.5 inch floppy disks
- C) high definition television (HDTV)
- D) electric cars

Answer: <https://biology-forums.com/index.php?topic=415326>

Question 1169

A _____ is a fairly routine buying decision.

- A) straight rebuy
- B) new buy
- C) buying center
- D) modified rebuy

Answer: <https://biology-forums.com/index.php?topic=415994>

Question 1170

Google, Yahoo, and Excite, which started as search engines, later added services to become _____.

- A) portals
- B) C2C e-commerce sites
- C) open trading exchanges
- D) C2B e-commerce sites

Answer: <https://biology-forums.com/index.php?topic=415635>

Question 1171

The _____ is a useful philosophy in situations when the product's cost is too high and marketers look for ways to bring it down.

- A) production concept
- B) selling concept
- C) marketing concept
- D) product concept

Answer: <https://biology-forums.com/index.php?topic=414416>

Question 1172

One of the reasons dot-coms failed is because their primary goal was to launch _____ while the market was hot.

- A) an initial public offering (IPO)
- B) a new Web site
- C) glitzy Web site
- D) more retail outlets

Answer: <https://biology-forums.com/index.php?topic=415647>

Question 1173

All of the following are spelled out clearly in the research plan, except which one?

- A) Research instruments
- B) Contact methods
- C) Research objectives
- D) Sampling plans

Answer: <https://biology-forums.com/index.php?topic=415538>

Question 1174

The retail phenomena "retail convergence" is the biggest challenge facing retailers. Explain why.

Answer: <https://biology-forums.com/index.php?topic=414733>

Question 1175

All of the following are accurate descriptions of Wal-Mart, except which one?

- A) Today Wal-Mart dominates the Internet market-spaces, the same way it dominates the physical marketplace.
- B) Wal-Mart has the lowest cost structure in the industry, charging lower prices but still reaping higher profits.
- C) Wal-Mart is passionately dedicated to its value proposition of "Always Low Prices, Always!"
- D) Wal-Mart associates work as partners, deeply involved in operations, and sharing rewards for good performance.

Answer: <https://biology-forums.com/index.php?topic=414451>

Question 1176

Product planners think about products and services on three levels. Each level adds more customer value. The most basic level is the _____, which addresses the question, "What is the buyer really buying?"

- A) core benefit
- B) augmented product
- C) actual product
- D) basic benefit

Answer: <https://biology-forums.com/index.php?topic=414750>

Question 1177

The skill of handling objections is innate.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415390>

Question 1178

The number of channel members to be used at each level is called _____.

- A) indirect distribution
- B) direct distribution
- C) intensity of distribution
- D) exclusive distribution

Answer: <https://biology-forums.com/index.php?topic=416071>

Question 1179

Large macro-societal forces that affect the environment, such as demographic, economic, natural, technological, political, and cultural forces are called the _____.

- A) macroenvironment
- B) strategic window
- C) microenvironment
- D) marketing environment

Answer: <https://biology-forums.com/index.php?topic=415126>

Question 1180

_____ consists of activities undertaken to create, maintain, or change attitudes or behavior toward particular people.

- A) Place marketing
- B) Organization marketing
- C) Idea marketing
- D) Person marketing

Answer: <https://biology-forums.com/index.php?topic=414833>

Question 1181

_____ is the process through which firms interact one-to-one with masses of customers to design products and services tailor made to individual needs.

- A) Mass marketing
- B) Micromarketing
- C) Mass customization
- D) Web marketing

Answer: <https://biology-forums.com/index.php?topic=414471>

Question 1182

All of the following are accurate descriptions of new product ideas, except which one?

- A) Customers must be careful not to rely too heavily on customer input when developing new products.
- B) New product development starts with idea generation.
- C) Some companies use brainstorming exercises that expand people's minds and generate new ideas around the client's problem.
- D) At the beginning of the process, carefully scrutinize each idea and throw far-fetched and impractical ones out the window.

Answer: <https://biology-forums.com/index.php?topic=415131>

Question 1183

Some marketers are finding innovative ways to make _____ more real to consumer subjects. For example, some are using virtual-reality programs to simulate reality.

- A) ideas
- B) product concepts
- C) marketing strategy
- D) business analysis

Answer: <https://biology-forums.com/index.php?topic=415334>

Question 1184

Sellers may use _____ to increase short-term sales or to help long-term market share.

- A) public relations
- B) consumer sales promotions
- C) advertising
- D) publicity

Answer: <https://biology-forums.com/index.php?topic=414961>

Question 1185

The marketing environment is made up of a microenvironment and a macroenvironment.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415383>

Question 1186

Price is the amount of money charged for a product or service.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415738>

Question 1187

AOL, CompuServe, and Earthlink are examples of e-tailers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415825>

Question 1188

Marketers add customer value through distinctive product style. Style describes the appearance of a product. A sensational style may grab attention and produce pleasing aesthetics, but it does not necessarily make the product perform better. Unlike style, _____ is more than skin deep; it goes to the very heart of the product.

- A) cost
- B) price
- C) design
- D) distribution

Answer: <https://biology-forums.com/index.php?topic=414865>

Question 1189

In the case of excess demand, _____ may be required to reduce the number of customers or to shift demand temporarily or permanently.

- A) value marketing
- B) marketing
- C) demarketing
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=414586>

Question 1190

Define micromarketing and its forms. How does it differ from concentrated and differentiated marketing strategies? Discuss.

Answer: <https://biology-forums.com/index.php?topic=414711>

Question 1191

a) Assume you are the marketing manager for a vacation/travel resort destination such as Disney. Pick an age-based segment to target your offerings and discuss appropriate marketing strategies. b) Next, pick an age-based segment to target the Toyota Matrix toward and discuss marketing strategies. c) Finally, pick an age-based segment to target products like the music of 'N Sync, CDs/magazines. Discuss marketing strategies.

Answer: <https://biology-forums.com/index.php?topic=415486>

Question 1192

All of the following are accurate descriptions of the competitive parity method used to set promotion budgets, except which one?

- A) Competitors' advertising represents the collective wisdom of the industry.
- B) There is evidence that the budgets based on competitive parity prevent promotion wars.
- C) There are no grounds for believing that the competition has a better idea of what a company should be spending on promotion than does the company itself.

D) Companies using competitive parity method monitor competitors' advertising or get industry promotion spending estimates from publications or trade associations, and then set their budgets based on the industry average.

Answer: <https://biology-forums.com/index.php?topic=414860>

Question 1193

Bill Blass, famed fashion designer, chooses cloth woven from Australian wool with designs printed in Italy and manufactured in China. He uses the services of an agent in Hong Kong for consumption in New York and other domestic markets. When companies buy supplies and components from markets situated all over the world, it is called _____.

- A) global sourcing
- B) global marketing
- C) strategic alliances
- D) domestic marketing

Answer: <https://biology-forums.com/index.php?topic=414552>

Question 1194

Marketing research is the systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415780>

Question 1195

Over a century ago, Ernst Engel noted how people shifted their spending across food, housing, transportation, health care, and other services categories as _____ rises.

- A) education
- B) family size
- C) family income
- D) occupation

Answer: <https://biology-forums.com/index.php?topic=415219>

Question 1196

All of the following are characteristics which influence the rate of adoption, except which one?

- A) Social approval
- B) Initial costs and ongoing costs
- C) Risk and uncertainty
- D) All of the above characteristics are correct

Answer: <https://biology-forums.com/index.php?topic=416043>

Question 1197

In one study, 72 percent of customers would pay a 20 percent premium for their brand of choice relative to the closest competing brand; 40 percent said they would pay a 50 percent premium. Thus, brands with strong _____ make them very valuable assets.

- A) popularity
- B) low prices
- C) equity
- D) reputation

Answer: <https://biology-forums.com/index.php?topic=414903>

Question 1198

All of the following are examples of probability samples, except which one?

- A) Simple random sample
- B) Cluster sample
- C) Stratified sample
- D) Judgment sample

Answer: <https://biology-forums.com/index.php?topic=415598>

Question 1199

All of the following are accurate descriptions of media fragmentation, except which one?

- A) Market fragmentation has resulted in media fragmentation.
- B) Companies are doing less broadcasting and more narrowcasting.
- C) Targeted media include highly focused specialty magazines and cable TV channels to CD catalogs.
- D) Companies are doing more broadcasting and less narrowcasting.

Answer: <https://biology-forums.com/index.php?topic=414783>

Question 1200

Convenience stores carry standard merchandise sold at lower prices with lower margins and higher volumes.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414669>

Question 1201

T.J. Maxx and Marshall's are examples of _____, either owned and run by entrepreneurs or are divisions of larger retail corporations.

- A) discount stores
- B) category killer stores
- C) independent off-price retailers
- D) factory outlet stores

Answer: <https://biology-forums.com/index.php?topic=414443>

Question 1202

P&G markets several brands of detergents instead of concentrating its resources on a single leading brand. P&G has discovered there are segments of laundry detergent buyers, and each segment seeks a special combination of benefits. The segments represent the _____ for the different P&G brands.

- A) demographic user
- B) target market
- C) middleman
- D) business user

Answer: <https://biology-forums.com/index.php?topic=414581>

Question 1203

All of the following are accurate descriptions of cause-related marketing programs, except which one?

- A) Buy Purina cat food and help the American Association of Zoological Parks and Aquariums save endangered big cat species.
- B) Drive a Dollar rental car and help support the Special Olympics.
- C) Drink Tang and earn money for Mothers Against Drunk Driving.
- D) All of the above are accurate descriptions.

Answer: <https://biology-forums.com/index.php?topic=415213>

Question 1204

_____ is the common currency of the European Union.

- A) The French Franc
- B) The German Mark
- C) The North American dollar
- D) The Euro

Answer: <https://biology-forums.com/index.php?topic=416038>

Question 1205

Difficulties in evaluating individual contributions to the team-selling effort can create some sticky compensation issues.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415372>

Question 1206

Volvo's positioning hinges upon safety, reliability, roominess, and styling, all for a price that is higher than average but seems fair for this mix of benefits. Volvo uses a _____ strategy.

- A) head-on positioning
- B) marketing
- C) mix
- D) value proposition

Answer: <https://biology-forums.com/index.php?topic=414491>

Question 1207

Most producers use _____ to sell their goods to the final users.

- A) marketing channels
- B) distribution channels
- C) intermediaries
- D) All of the above

Answer: <https://biology-forums.com/index.php?topic=415863>

Question 1208

_____ carriers are one of the most cost-effective modes for shipping large amounts of bulk products: coal, sand, minerals, and farm products over long distances.

- A) Air
- B) Railroad
- C) Water
- D) Truck

Answer: <https://biology-forums.com/index.php?topic=416057>

Question 1209

What is the difference between product line and product mix? Discuss the various decisions companies make involving product lines.

Answer: <https://biology-forums.com/index.php?topic=415096>

Question 1210

_____ are huge e-marketspaces in which buyers and sellers find each other online, share information, and complete transactions efficiently.

- A) C2C Web sites
- B) B2C Web sites
- C) Open trading exchanges
- D) Private trading exchanges

Answer: <https://biology-forums.com/index.php?topic=415600>

Question 1211

Government agencies that buy goods and services to produce public services or transfer the goods and services to others who need them are called _____.

- A) business markets
- B) government markets
- C) consumer markets
- D) reseller markets

Answer: <https://biology-forums.com/index.php?topic=415162>

Question 1212

A _____ is the way consumers perceive an actual or potential product.

- A) product idea
- B) product concept
- C) test market
- D) product image

Answer: <https://biology-forums.com/index.php?topic=415149>

Question 1213

Compare the selling and marketing philosophies under which organizations carry out their marketing strategies. List the key components of each philosophy.

Answer: <https://biology-forums.com/index.php?topic=414698>

Question 1214

Marketers use inbound toll-free-800 numbers to sell directly to consumers and businesses.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415441>

Question 1215

_____ requires finding the major benefits people look for in the product class, the kinds of people who look for each benefit, and the major brands that deliver each benefit.

- A) Occasion segmentation

- B) Usage rate
- C) User status
- D) Benefit segmentation

Answer: <https://biology-forums.com/index.php?topic=414412>

Question 1216

Companies everywhere offer incentives to motivate a sales force. Incentives include _____.

- A) merchandise
- B) cash
- C) trips or contests
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415369>

Question 1217

_____ are actually giant specialty stores. They feature stores the size of airplane hangars that carry a deep assortment of a particular line with a knowledgeable staff. These stores are prevalent in a wide a range of categories, including books, baby gear, toys, electronics, home improvement products, and even pet supplies.

- A) Supermarkets
- B) Superstores
- C) Supercenters
- D) Category killer stores

Answer: <https://biology-forums.com/index.php?topic=414381>

Question 1218

Low-interest products and services, such as dental floss, life insurance, and blood donations, can create a _____ to answer customer questions, build goodwill and excitement, supplement selling efforts through other channels, and collect customer feedback.

- A) banner ad
- B) online forums
- C) corporate Web site
- D) marketing Web site

Answer: <https://biology-forums.com/index.php?topic=415675>

Question 1219

Forces close to the company, including suppliers, marketing intermediaries, customer markets, competitors, and publics make up a firm's _____.

- A) strategic window
- B) marketing environment
- C) macroenvironment
- D) microenvironment

Answer: <https://biology-forums.com/index.php?topic=415123>

Question 1220

A _____ is a segment of the population selected to represent the population as a whole.

- A) sample
- B) universe
- C) sample frame
- D) market segment

Answer: <https://biology-forums.com/index.php?topic=415593>

Question 1221

An inside sales force is also known as the field sales force.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415439>

Question 1222

Building, keeping, and growing profitable value-laden relationships with all stakeholders of a company is called _____.

- A) database marketing
- B) customer-perceived value
- C) customer lifetime value
- D) customer relationship marketing

Answer: <https://biology-forums.com/index.php?topic=414469>

Question 1223

_____ is the task of selecting an overall company strategy for long-run survival and growth.

- A) Annual market planning
- B) Short-term planning
- C) Strategic market planning
- D) None of the above is correct

Answer: <https://biology-forums.com/index.php?topic=414725>

Question 1224

In evaluating different market segments, firms look at factor(s), namely _____:

- A) segment structural attractiveness
- B) company objectives and resources
- C) segment size and growth
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=414427>

Question 1225

Niching offers smaller companies an opportunity to compete by focusing their limited resources on serving segments that may often be overlooked by larger companies.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414658>

Question 1226

Distinguish between push and pull promotional strategies.

Answer: <https://biology-forums.com/index.php?topic=415097>

Question 1227

The societal marketing concept calls on marketers to balance consumer wants and desires, company profits, and society's interests.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414675>

Question 1228

The foundation of all successful direct marketing efforts is the _____.

- A) pricing strategies
- B) choice of the right mix of retailers
- C) detailed database
- D) company's promotional efforts

Answer: <https://biology-forums.com/index.php?topic=415292>

Question 1229

_____ is defined as the customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.

- A) TQM
- B) Customer-relationship management
- C) Customer-perceived value
- D) Customer satisfaction

Answer: <https://biology-forums.com/index.php?topic=414466>

Question 1230

_____ is discomfort or a state of ambiguity caused by post-purchase conflict.

- A) Consumer satisfaction
- B) Consumer expectations
- C) Perceived performance
- D) Cognitive dissonance

Answer: <https://biology-forums.com/index.php?topic=415962>

Question 1231

_____ in an advertisement include the illustration, headline and body copy.

- A) Media
- B) The creative concept
- C) Format elements
- D) Slice of life execution style

Answer: <https://biology-forums.com/index.php?topic=414902>

Question 1232

The goal of customer-relationship management is to produce _____.

- A) profits
- B) a database of customers
- C) customer equity
- D) revenues

Answer: <https://biology-forums.com/index.php?topic=414562>

Question 1233

Setting the competitive positioning for the product and creating a detailed marketing mix is called target marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414616>

Question 1234

_____ provide greater flexibility and have higher cost per respondent than mail surveys.

- A) Online interviews
- B) Focus group interviews
- C) Group interviews
- D) Telephone interviews

Answer: <https://biology-forums.com/index.php?topic=415588>

Question 1235

The significant number of women in the workforce has spawned all of the following, except which one?

- A) Growth of the child day-care business.
- B) Improved supply chain management as evidenced by Wal-Mart's growth as a logistics company.
- C) Increased consumption of convenience foods and services.
- D) Growth of career-oriented women's clothing, financial services, and other opportunities.

Answer: <https://biology-forums.com/index.php?topic=415251>

Question 1236

Market variability is a factor to be considered when choosing a target market strategy. If most of the buyers have the same tastes, buy the same amounts, and react the same way to marketing efforts, (a/an)_____ is appropriate.

- A) concentrated marketing strategy
- B) differentiated marketing strategy
- C) micromarketing
- D) undifferentiated marketing strategy

Answer: <https://biology-forums.com/index.php?topic=414599>

Question 1237

The BCG growth-share matrix classifies four types of SBUs. They are _____, _____, _____ and _____.

- A) stars; cash cows; question marks and dogs
- B) product; price; place and promotion
- C) sales; market share; price and promotion
- D) none of the above is correct

Answer: <https://biology-forums.com/index.php?topic=414756>

Question 1238

Sony offers not just one type of television, but several lines of televisions, each containing many models. For example, it offers portable color TVs starting at \$99.99 to flat-screen Trinitrons ranging up to, \$1,500, and top-of-the-line plasma WEGA flat-panel sets, running from \$6,000 to \$8,000.

Sony uses _____.

- A) optional-product pricing
- B) market-skimming pricing
- C) market-penetration pricing
- D) product-line pricing

Answer: <https://biology-forums.com/index.php?topic=415642>

Question 1239

P&G marketed Crest Spin Brush starting with a low market price of \$5; batteries were included for only \$1 more than the most expensive manual brushes. Using "Try Me" packaging that allowed consumers to turn the brush on in stores, P&G's price positioning strategy is called _____.

- A) target costing
- B) non-price positions
- C) value pricing
- D) pure competition

Answer: <https://biology-forums.com/index.php?topic=415516>

Question 1240

All of the following statements accurately describe direct marketing, except which one?

- A) Pace University buys Gateway computers directly from a store.
- B) Staples markets office supplies to consumers using its own Web site.
- C) Rebecca sees an ad for shovels in the local newspaper and buys one at Home Depot.
- D) A parent buys T-shirts at Wal-Mart.

Answer: <https://biology-forums.com/index.php?topic=415283>

Question 1241

_____ sells supermarket scanner purchase data from a panel of 55,000 households nationally, with measures of trial and repeat purchasing, and brand loyalty.

- A) A.C. Nielsen Corporation
- B) Yankelovich and Partners
- C) Information Resources Inc.
- D) Media Metrix

Answer: <https://biology-forums.com/index.php?topic=415560>

Question 1242

Making more sales to current customers without changing a firm's products is market penetration.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415050>

Question 1243

All of the following are accurate descriptions of charges leveled against marketers for practicing planned obsolescence, except which one?

- A) Some producers are accused of holding back attractive functional features, then introducing them later to make older models obsolete.
- B) The clothing fashion industry is accused of making continuous changes in consumer concepts of acceptable styles to encourage more and earlier buying.
- C) Consumers like style changes and are constantly on the look out for novel features in the next generation model.
- D) Some producers are accused of using materials and components that will break, rust, or rot sooner than they should.

Answer: <https://biology-forums.com/index.php?topic=416265>

Question 1244

_____ is setting a high price for a new product to skim maximum revenues layer by layer from the segments willing to pay the high price; the company makes fewer but more profitable sales.

- A) Optional product pricing
- B) Market-penetration pricing
- C) Market-skimming pricing
- D) Product-line pricing

Answer: <https://biology-forums.com/index.php?topic=415633>

Question 1245

International divisions within companies can be organized as _____, with country managers who are responsible for salespeople, sales branches, distributors, and licensees in their respective countries.

- A) global organizations
- B) geographical organizations
- C) world product groups
- D) international subsidiaries

Answer: <https://biology-forums.com/index.php?topic=416070>

Question 1246

Profits increase during the _____ as promotion costs are spread over a large volume and as unit manufacturing costs fall.

- A) maturity stage
- B) decline stage
- C) introduction stage
- D) growth stage

Answer: <https://biology-forums.com/index.php?topic=415261>

Question 1247

The recent rash of business scandals and increased concerns about the environment have created fresh interest in the issues of _____.

- A) preservation of natural environment
- B) consumer privacy
- C) ethics and social responsibility
- D) federal regulation

Answer: <https://biology-forums.com/index.php?topic=415324>

Question 1248

_____ is defined as the analysis, planning, implementation, and control of sales force activities.

- A) Prospecting
- B) Marketing management
- C) Direct marketing
- D) Sales force management

Answer: <https://biology-forums.com/index.php?topic=415130>

Question 1249

Samantha Hayes, who is in her 20s, is driven by a sense of traditional values, but with a tolerant mind-set and an active lifestyle. She has learned to balance work, play, sleep, family and other aspects of her life. Samantha belongs to the _____.

- A) elderly generation
- B) Generation X
- C) Generation Y
- D) baby boomer generation

Answer: <https://biology-forums.com/index.php?topic=415359>

Question 1250

When Allstate Insurance is accused of assigning higher premiums to people with poor credit ratings, Allstate is accused of a practice called _____.

- A) "hypocrisy"
- B) "Internet lining"
- C) "Weblining"
- D) "redlining"

Answer: <https://biology-forums.com/index.php?topic=416268>

Question 1251

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 1252

Countries, such as India and China, are limited by foreign exchange funds, best known as _____. Hence, they are unable to import luxury goods from developed nations.

- A) countertrade
- B) exchange controls
- C) tariffs
- D) import licenses

Answer: <https://biology-forums.com/index.php?topic=416076>

Question 1253

Over the past 100 years or so, Binney and Smith's Crayola crayons have become a household staple in more than 80 countries around the world. Crayola crayons is in the _____ of the PLC.

- A) introduction stage
- B) growth stage
- C) maturity stage
- D) decline stage

Answer: <https://biology-forums.com/index.php?topic=415271>

Question 1254

A set of interdependent organizations involved in the process of making a product or service available for use by the consumer is called _____.

- A) manufacturers
- B) supply chains
- C) marketing channels
- D) conglomerates

Answer: <https://biology-forums.com/index.php?topic=415866>

Question 1255

Individual customers taking more responsibility for determining which products and brands to buy mirrors the trend in _____.

- A) mass marketing
- B) micromarketing
- C) consumer marketing
- D) consumer self-marketing

Answer: <https://biology-forums.com/index.php?topic=414474>

Question 1256

Society and culture shape the basic form of human needs called _____.

- A) needs
- B) value
- C) wants
- D) demands

Answer: <https://biology-forums.com/index.php?topic=414361>

Question 1257

The intranet makes up one big "information highway" that can dispatch bits at incredible speeds from one location to another.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415762>

Question 1258

Salespeople dropping in unannounced in an office or at home are called _____.

- A) warm calling
- B) lukewarm calling
- C) cold calling
- D) none of the above

Answer: <https://biology-forums.com/index.php?topic=415343>

Question 1259

Unlike former strategic-planning efforts, today's strategic planning has been _____.

- A) customer friendly
- B) decentralized
- C) short-term oriented
- D) limitation free

Answer: <https://biology-forums.com/index.php?topic=414766>

Question 1260

At the third level of environmental sustainability, companies _____. Many organizations that have made good headway in pollution prevention and product stewardship are still limited by existing technologies.

- A) can develop a sustainability vision as a guide to the future
- B) practice product stewardship
- C) practice pollution prevention
- D) look into the future and plan for new environmental technologies

Answer: <https://biology-forums.com/index.php?topic=416299>

Question 1261

Product and service features, design, a quality level, a brand name, and packaging refer to the _____ level of the product.

- A) "basic"
- B) "augmented product"
- C) "core benefit"
- D) "actual product"

Answer: <https://biology-forums.com/index.php?topic=414757>

Question 1262

Training programs for salespeople have several goals, except which one?

- A) Salespeople need to learn about competitor strategies.
- B) The training program teaches salespeople about different types of customers and their needs, buying motives, and buying habits.
- C) Salespeople are hired to sell, hence they do not need to know much about a company's products. Further, there is no need to show them how products are produced and how they work.
- D) Salespeople must know how to make effective presentations.

Answer: <https://biology-forums.com/index.php?topic=415273>

Question 1263

Product concepts are presented to consumers during concept testing in any of the following ways, except which one?

- A) Some companies are using virtual reality to test product concepts.
- B) A word or picture description is presented to consumers.
- C) A concrete and physical presentation of the concept will increase the reliability of the concept test.
- D) Companies are reluctant to use the Web to test product concepts.

Answer: <https://biology-forums.com/index.php?topic=415163>

Question 1264

In addition to tangible products and services, products have come to include other market offerings, such as organizations, persons, places, and ideas. Explain using examples.

Answer: <https://biology-forums.com/index.php?topic=415081>

Question 1265

A Web site's ability to tailor itself to different users to allow users to personalize the site is called customization.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415783>

Question 1266

All of the following are problems international marketing researchers face, except which one?

- A) It is hard to develop good samples.
- B) Secondary information is difficult to compare on a country-by-country basis.
- C) It is sometimes difficult to find good secondary data.
- D) Large international research services do operate in many countries.

Answer: <https://biology-forums.com/index.php?topic=415640>

Question 1267

Define off-price retailers. What are the three types of off-price retailers? Explain.

Answer: <https://biology-forums.com/index.php?topic=414721>

Question 1268

All of the following are among the principles of enlightened marketing, except which one?

- A) societal marketing
- B) capitalistic marketing
- C) innovative marketing
- D) value marketing

Answer: <https://biology-forums.com/index.php?topic=416307>

Question 1269

A blanket contract offers the following benefits, except which one?

- A) A blanket contract order eliminates the expensive process of renegotiating a purchase each time a stock is required
- B) A blanket contract allows buyers to write more, but smaller, purchase orders, resulting in lower inventory levels and carrying costs
- C) A blanket contract creates a long-term relationship in which the supplier promises to resupply the buyer as needed at agreed prices for a set time period
- D) All of the above are benefits of blanket contracts.

Answer: <https://biology-forums.com/index.php?topic=416048>

Question 1270

Direct marketing companies use _____ to sift through mounds of data and dig out interesting relationships and findings about customers.

- A) CRM software
- B) databases
- C) sophisticated data mining techniques
- D) data warehouses

Answer: <https://biology-forums.com/index.php?topic=415702>

Question 1271

When Levi Strauss sells jeans to consumers spanning several income levels, it is employing _____ segmentation.

- A) income segmentation
- B) psychographic segmentation
- C) geographic segmentation
- D) behavioral segmentation

Answer: <https://biology-forums.com/index.php?topic=414388>

Question 1272

All of the following examples are accurate descriptions of the consumer appetite for retro products and designs, except which one?

- A) Kellogg has revived old Corn Flakes packaging.
- B) The Beetle is just empty nostalgia with a bleak future.
- C) Chrysler's PT Cruiser is a hit with baby boomers for its design and looks.
- D) Volkswagen has plans to introduce a reincarnation of its old cult classic flower-power microbus in 2005.

Answer: <https://biology-forums.com/index.php?topic=415114>

Question 1273

All of the following are accurate descriptions of promotion, except which one?

- A) The growing use of promotion has resulted in promotion clutter.
- B) Sales promotion accounts for more than half of all marketing expenditures in the average consumer packaged goods company.
- C) Consumers are increasingly tuning out promotions, weakening their ability to trigger immediate purchase.
- D) While advertising and personal selling offer reasons to buy a product now, sales promotion consists of incentives to buy a product later.

Answer: <https://biology-forums.com/index.php?topic=414954>

Question 1274

Robert Goizueta, former CEO of Coca-Cola, once said, "If this business were split up, I would give you the land, bottling companies and bricks and mortar, and I would keep the brands and trademarks." Robert Goizueta was alluding to the fact that brands are the _____ of a company, outlasting the company's specific products and facilities.

- A) enduring assets
- B) icons
- C) only source of profit
- D) only source of revenue

Answer: <https://biology-forums.com/index.php?topic=414897>

Question 1275

All of the following are examples of relationship-marketing programs, except which one?

- A) Boeing partners with American Airlines in designing airplanes.
- B) Universities tell all incoming freshman to join student clubs.
- C) Harley Davidson sponsors the Harley Owners Group, giving riders an organized way to share their passion and show their pride.
- D) P&G customer teams work closely with Wal-Mart.

Answer: <https://biology-forums.com/index.php?topic=414486>

Question 1276

All of the following are differences between merchant wholesalers and agents and brokers, except which one?

- A) Brokers and agents specialize by product line or customer type.
- B) Brokers and agents perform only a few functions while full-service wholesalers perform a full range of services.
- C) Brokers and agents take title to goods, while merchant wholesalers do not.
- D) A broker brings buyers and sellers together and assists in negotiation.

Answer: <https://biology-forums.com/index.php?topic=414575>

Question 1277

_____ positioning involves providing the most upscale product or service and charging a higher price to cover the higher costs.

- A) "More for more"
- B) "Less for much less"
- C) "The same for less"
- D) "More for the same"

Answer: <https://biology-forums.com/index.php?topic=414494>

Question 1278

Rob Mathis is the marketing manager of a large bridal gown business based in the northeast. He had heard of a buzzword called relationship marketing in the 1990s; however, he did not know much more. Rob had a dream and the resources to build and grow his business. For many years, business to him was transaction-oriented and nothing more. As the business was diversifying into related (financial products and services) and unrelated (insurance) businesses, it was time for him to learn the art of relationship marketing. Put yourself in the shoes of a consultant and provide suggestions to help Rob turn his business from a transaction-oriented focus to a business based on relationships.

Answer: <https://biology-forums.com/index.php?topic=415491>

Question 1279

Tom is a limited-service wholesaler who sets up point-of-purchase displays in retail stores. He serves both grocery and drug retailers, mostly in non-food items. He retains title to the goods and bills the retailer only for the goods sold to consumers. Tom is a _____.

- A) truck wholesaler
- B) drop shipper
- C) rack jobber
- D) cash-and-carry wholesaler

Answer: <https://biology-forums.com/index.php?topic=414584>

Question 1280

In a non-probability _____ sample, the researcher finds and interviews a prescribed number of people in each of several categories.

- A) judgment sample
- B) convenience sample
- C) stratified random sample
- D) simple random sample

Answer: <https://biology-forums.com/index.php?topic=415691>

Question 1281

Online brokerage E*TRADE has set up E*TRADE-branded Web sites under _____ agreements in Canada, Australia/New Zealand, and France.

- A) management contracting
- B) franchising
- C) exporting
- D) licensing

Answer: <https://biology-forums.com/index.php?topic=415980>

Question 1282

The first idea reducing stage is _____, which helps spot good ideas and drop poor ones as soon as possible.

- A) idea screening
- B) marketing strategy development
- C) idea generation

D) concept development and testing

Answer: <https://biology-forums.com/index.php?topic=415143>

Question 1283

When backed by buying power, wants become _____.

- A) demands
- B) social needs
- C) physical needs
- D) self-esteem needs

Answer: <https://biology-forums.com/index.php?topic=414363>

Question 1284

_____ involves the use of electronic platforms to conduct a company's business.

- A) E-marketing
- B) E-commerce
- C) The Internet
- D) E-business

Answer: <https://biology-forums.com/index.php?topic=415567>

Question 1285

_____ includes all activities involved in selling goods or services directly to final consumers for their personal, non-business use.

- A) Selling
- B) Wholesaling
- C) Retailing
- D) Manufacturing

Answer: <https://biology-forums.com/index.php?topic=414386>

Question 1286

_____ represent buyers and sellers on a temporary basis.

- A) Merchant wholesalers
- B) Agents
- C) Brokers
- D) Cash-and-carry wholesalers

Answer: <https://biology-forums.com/index.php?topic=414618>

Question 1287

Although promotion can be critical to their success, most _____ are not promotion minded. Their use of trade advertising, sales promotion, personal selling, and public relations is largely scattered and unplanned.

- A) manufacturers
- B) retailers
- C) wholesalers
- D) resellers

Answer: <https://biology-forums.com/index.php?topic=414600>

Question 1288

All of the following statements are accurate descriptions of the demographic profile of online consumers, except which one?

- A) Children and teens are going online more than any other age group.
- B) The Internet provides e-marketers with access to a broad range of demographic segments.
- C) Today, young, techy, upscale professionals heavily populate use of the Internet.
- D) Almost two-thirds of U.S. households surf the Internet.

Answer: <https://biology-forums.com/index.php?topic=415595>

Question 1289

Business products include convenience products, shopping products, specialty products, and unsought goods.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415015>

Question 1290

During the 1980s, phrases such as "greed is good" and "shop till you drop" seemed to characterize the _____.

- A) American infatuation with false wants and too much materialism
- B) political power of corporate America
- C) American love for too many private goods
- D) American infatuation with commercial noise

Answer: <https://biology-forums.com/index.php?topic=416272>

Question 1291

All of the following are accurate descriptions of the cost-plus pricing method, except which one?

- A) The cost-plus pricing method takes into account both demand and competitor prices to determine prices.
- B) When all sellers within an industry use cost-plus pricing, prices tend to be similar and price competition is thus minimized.
- C) Sellers are more certain about costs than about demand.
- D) Many people feel cost-plus pricing is fairer to both buyers and sellers.

Answer: <https://biology-forums.com/index.php?topic=415610>

Question 1292

The art of _____ entails selling highly standardized products to masses of customers.

- A) market fragmentation
- B) broadcasting
- C) narrowcasting
- D) mass marketing

Answer: <https://biology-forums.com/index.php?topic=414775>

Question 1293

Holidays, such as Mother's Day and Father's Day as celebrated in the United States, increase the sale of candy, flowers, cards, and other gifts.

Beatrice Foods runs Thanksgiving and Christmas ads for Reddi-Whip during November and December. Hershey promotes Hershey Kisses around Valentine's Day, Easter and other holidays. Marketers are using _____ in designing and marketing their products.

- A) income segmentation
- B) occasion segmentation
- C) gender segmentation
- D) benefits sought

Answer: <https://biology-forums.com/index.php?topic=414574>

Question 1294

_____ is the place a product occupies in the consumer's mind relative to competition.

- A) Market segmentation
- B) Target marketing
- C) Product placement
- D) Product positioning

Answer: <https://biology-forums.com/index.php?topic=414800>

Question 1295

When Lexus sells cars using its high-quality dealer network, it is using direct marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415407>

Question 1296

A manufacturer of high ticket goods may discover that many consumers in the interest stage of the adoption process do not move to the trial stage because of _____.

- A) lack of money
- B) unavailability of trial offers
- C) uncertainty
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=416034>

Question 1297

_____ consists of a set of buyers who share common needs or characteristics that the company decides to serve.

- A) A target market
- B) A group

- C) A segment
- D) An international market

Answer: <https://biology-forums.com/index.php?topic=414429>

Question 1298

A _____ is a group of retail businesses planned, developed, owned, and managed as a unit.

- A) shopping center
- B) category killer
- C) voluntary chain
- D) corporate chain

Answer: <https://biology-forums.com/index.php?topic=414396>

Question 1299

As the automobile industry matures and competition continues to intensify, marketers face stiff competition. Regal International Cars expects its salespeople to reach their sales quotas using aggressive means. Sales of optional package features that customers are unaware of are tolerated and expected. Regal International Cars is being operated as if it is at the _____ era of the evolutionary process.

- A) marketing
- B) product
- C) production
- D) sales

Answer: <https://biology-forums.com/index.php?topic=414445>

Question 1300

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 1301

Under a _____ the producer directs its marketing activities toward final consumers to induce them to buy the product.

- A) push strategy
- B) pull strategy
- C) marketing strategy
- D) promotion strategy

Answer: <https://biology-forums.com/index.php?topic=414825>

Question 1302

Discuss the major decisions marketers need to make to create effective advertising messages.

Answer: <https://biology-forums.com/index.php?topic=415111>

Question 1303

U.S. Census data has been linked with lifestyle patterns to better segment their markets down to Zip codes, neighborhoods, even city blocks. This is an example of _____ segmentation.

- A) "demographic"
- B) "geodemographic"
- C) "geographic"
- D) "behavioral"

Answer: <https://biology-forums.com/index.php?topic=414532>

Question 1304

According to famed direct marketer Lester Wunderman, the chant of the marketing era is the customer asking, "This is what I want, won't you please make it."

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414672>

Question 1305

A _____ defines a business in terms of satisfying basic customer needs

- A) market oriented mission statement

- B) annual plan
- C) strategic plan
- D) none of the above is correct

Answer: <https://biology-forums.com/index.php?topic=414734>

Question 1306

A recent study found that close to _____ of U.S. households with Internet access now go online through high-speed broadband connections.

- A) 75 percent
- B) 30 percent
- C) 50 percent
- D) 10 percent

Answer: <https://biology-forums.com/index.php?topic=415551>

Question 1307

According to the environmental sustainability grid, companies practicing _____ minimize not just pollution from production but all environmental impacts throughout the full product life cycle.

- A) pollution prevention
- B) sustainability vision
- C) new environmental technology
- D) product stewardship

Answer: <https://biology-forums.com/index.php?topic=416303>

Question 1308

Companies make four decisions regarding the product mix. Explain.

Answer: <https://biology-forums.com/index.php?topic=415100>

Question 1309

Learning occurs through the interplay of _____.

- A) cues
- B) drives and responses
- C) stimuli and reinforcement
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=416107>

Question 1310

_____ can be used to collect large amounts of information at a low cost per respondent.

- A) Telephone interviews
- B) Personal interviews
- C) Online surveys
- D) Mail questionnaires

Answer: <https://biology-forums.com/index.php?topic=415583>

Question 1311

According to the famed father of Direct Marketing, Lester Wunderman, which of the following phrases reflects the marketing concept?

- A) Marketing should be viewed as hunting and not gardening.
- B) The supplier is king.
- C) This is what I make, won't you please buy it?
- D) This is what I want, won't you please make it?

Answer: <https://biology-forums.com/index.php?topic=414395>

Question 1312

Under _____, each seller is alert to competitors' strategy moves. If an airline company slashes its price by 15 percent, rival airlines will match the price or increase services, fearful that customers will switch carriers.

- A) pure competition
- B) monopolistic competition
- C) oligopolistic competition
- D) a regulated monopoly

Answer: <https://biology-forums.com/index.php?topic=415558>

Question 1313

Advertising includes all of the following media forms, except which one?

- A) print
- B) broadcast
- C) Internet
- D) specialty advertising

Answer: <https://biology-forums.com/index.php?topic=414748>

Question 1314

Revlon has clearly defined its "mission" of selling lifestyle and self-expression. As the firm prepares to launch its strategic plan, the mission needs to be turned into a detailed set of objectives that guide the whole company.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415047>

Question 1315

Non-regulated monopolies do not charge the full price for all the reasons given below, except which one?

- A) a desire to penetrate the market faster with a low price
- B) a desire to attract competition
- C) a fear of government regulation
- D) a desire not to attract competition

Answer: <https://biology-forums.com/index.php?topic=415575>

Question 1316

Selling is managing profitable customer relationships.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414607>

Question 1317

Before McDonald's adds a new sandwich to its menu, it uses _____ to test the effects on sales of two different prices it might charge.

- A) experiments
- B) focus groups
- C) surveys
- D) observation

Answer: <https://biology-forums.com/index.php?topic=415581>

Question 1318

What is a brand? Branding offers several benefits to both buyers and sellers alike. Discuss.

Answer: <https://biology-forums.com/index.php?topic=415091>

Question 1319

The _____ is based on availability of funds rather on opportunities. It may prevent the increased spending sometimes needed to turn around falling sales. Because the budget varies with year-to-year sales, long-range planning is difficult. Finally, the method does not provide any basis for choosing a specific percentage, expect what has been done in the past or what competitors are doing.

- A) affordable method
- B) objective-and-task method
- C) percentage-of-sales method
- D) competitive parity method

Answer: <https://biology-forums.com/index.php?topic=414858>

Question 1320

All of the following are various ways service marketers differentiate themselves from their competitors, except which one?

- A) Service firms cannot differentiate their images through symbols and branding.
- B) Service companies work hard to differentiate their offers with innovative features that set them apart from each other.
- C) Service firms can differentiate their service delivery by having more able and reliable customer-contact people.
- D) Service firms can differentiate their service delivery by developing a superior physical environment in which the service product is delivered.

Answer: <https://biology-forums.com/index.php?topic=414967>

Question 1321

All of the following are accurate descriptions of environmental policies set worldwide, except which one?

- A) International companies have developed standardized environmental practices that work around the world.
- B) Countries, such as China, India, Brazil, and Russia, are in the early stages of developing environmental policies.
- C) Environmental factors that motivate consumers in one country may have no impact on consumers in another.
- D) Denmark, Germany, Japan, and the USA have fully developed environmental policies and high public expectations.

Answer: <https://biology-forums.com/index.php?topic=416302>

Question 1322

When sellers put their purchasing requests online and invite suppliers to bid for the business, it is called _____.

- A) reverse auctions
- B) systems selling
- C) e-procurement
- D) blanket contracting

Answer: <https://biology-forums.com/index.php?topic=416012>

Question 1323

_____ are fashions that enter quickly, are adopted with great zeal, peak early, and decline very quickly.

- A) Mature products
- B) Styles
- C) Fads
- D) Fashion

Answer: <https://biology-forums.com/index.php?topic=415240>

Question 1324

All of the following are limitations of observational research, except which one?

- A) It is difficult to observe feelings, attitudes and motives.
- B) Observational research can obtain information that people are unwilling to provide.
- C) Infrequent behavior is difficult to observe.
- D) Long-term behavior is difficult to observe.

Answer: <https://biology-forums.com/index.php?topic=415568>

Question 1325

Testing new-product concepts with a group of target consumers to find out if the concepts have strong consumer appeal is called concept testing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415400>

Question 1326

Our senses are being constantly assaulted by advertising. Commercials interrupt serious programs; pages of ads obscure printed matter; billboards mar beautiful scenery. These interruptions are a reflection of _____.

- A) mergers and acquisitions in the broadcast industry
- B) the high quality of commercials we receive.
- C) the commercial pollution of our society
- D) the leniency exhibited by consumers toward unsolicited messages

Answer: <https://biology-forums.com/index.php?topic=416273>

Question 1327

The _____ is of major interest to marketers because it involves people and people make up markets.

- A) technological environment
- B) economic environment
- C) demographic environment
- D) political environment

Answer: <https://biology-forums.com/index.php?topic=415257>

Question 1328

_____ are low-growth, high share businesses or products. They generate a lot of cash that the firm uses to pay its bills and support other SBUs that need investment.

- A) Question Marks
- B) Cash cows
- C) Dogs
- D) Stars

Answer: <https://biology-forums.com/index.php?topic=414773>

Question 1329

Designing an initial marketing strategy for a new product based on the _____ is called marketing strategy development.

- A) test market results
- B) product concept
- C) product prototype
- D) new product idea

Answer: <https://biology-forums.com/index.php?topic=415166>

Question 1330

What is wrong with the following mission statement? "The goal of American furniture is to sell modern home furnishings for today's consumer."

- A) It is vague.
- B) It is product oriented.
- C) It is too generic.
- D) All of the above.

Answer: <https://biology-forums.com/index.php?topic=414923>

Question 1331

The first American consumer movement took place in the mid-1930s.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416340>

Question 1332

Most companies today enter a new market by serving a _____, and if this proves successful, they _____.

- A) multitude of segments; add more segments
- B) single market segment; add segments
- C) few segments; add more segments
- D) none of the above is correct

Answer: <https://biology-forums.com/index.php?topic=414811>

Question 1333

Stew Leonard, owner/operator of supermarkets, reacts adversely to losing a single customer sale. He feels this amounts to losing the entire stream of future purchases that a customer is likely to make if he/she remains in the area. This is an illustration of _____.

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

Answer: <https://biology-forums.com/index.php?topic=414522>

Question 1334

_____ is nonpublic, immediate and customized. The messages can be prepared very quickly and can be tailored to appeal to specific customers. Finally, it is interactive.

- A) Public Relations
- B) Advertising
- C) Direct marketing
- D) Sales promotion

Answer: <https://biology-forums.com/index.php?topic=414822>

Question 1335

Setting a price to break even on the costs of making and marketing a product is called break-even pricing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415816>

Question 1336

All of the following statements are accurate descriptions of redlining, except which one?

- A) Redlining is a practice targeted against "disadvantaged" consumers.
- B) The FTC has taken action against merchants who advertise false values.
- C) Redlining is a practice whereby marketers serve disadvantaged consumers poorly.
- D) Marketers practicing redlining are ignorant of their actions.

Answer: <https://biology-forums.com/index.php?topic=416270>

Question 1337

Products bought by the final consumer for personal consumption are called consumer products.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415012>

Question 1338

When backed by buying power, wants become demands.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414624>

Question 1339

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 1340

Define competition-based pricing. Use examples wherever necessary.

Answer: <https://biology-forums.com/index.php?topic=415839>

Question 1341

One of the major developments in marketing can be summed up in one buzzword: relationships. Define customer relationship management and its associated strategies for building long-term relationships.

Answer: <https://biology-forums.com/index.php?topic=414703>

Question 1342

Revlon has clearly defined its "mission" of selling lifestyle and self-expression. As the firm prepares to launch its strategic plan, the mission needs to be turned into a detailed _____ that guide the whole company.

- A) set of product mixes
- B) set of strategies
- C) set of tactics
- D) supporting objectives

Answer: <https://biology-forums.com/index.php?topic=414863>

Question 1343

Several grassroots movements have surfaced from time to time to keep business in check. Consumerism and environmentalism are two such movements. Compare and contrast the two movements.

Answer: <https://biology-forums.com/index.php?topic=416365>

Question 1344

Buyers see differences in sellers' products and will pay different prices for them. Sellers try to develop differentiated offers for different customer segments and, in addition to price, freely use branding, advertising, and personal selling to set their offers apart. Many buyers and many sellers operate under a(n) _____ type of competitive environment.

- A) oligopolistic competition
- B) pure competition

C) monopolistic competition

D) a regulated monopoly

Answer: <https://biology-forums.com/index.php?topic=415553>

Question 1345

The objective of causal research is to test hypotheses about cause-and-effect relationships.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415750>

Question 1346

Under monopolistic competition, the market consists of many buyers and sellers who trade over a range of prices rather than a single market price.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415774>

Question 1347

Variable costs vary directly with the level of production.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415764>

Question 1348

A(n) _____ is especially appealing when a company's resources are limited.

A) differentiated marketing strategy

B) concentrated marketing

C) mass marketing strategy

D) undifferentiated marketing strategy

Answer: <https://biology-forums.com/index.php?topic=414444>

Question 1349

All of the following are accurate descriptions of reasons why new products fail, except which one?

A) The new product was advertised poorly.

B) The actual product was not designed as well as it should have been.

C) Although the market size was correctly estimated, the product idea itself was not good.

D) The new product was priced too high.

Answer: <https://biology-forums.com/index.php?topic=415110>

Question 1350

Global companies that use a(an) _____ sell largely the same products and use the same marketing approaches worldwide.

A) adapted marketing mix

B) foreign export firm

C) standardized marketing mix

D) flexible standardized marketing mix

Answer: <https://biology-forums.com/index.php?topic=416003>

Question 1351

Marketing a product in a foreign market without any change is called product adaptation.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=416197>

Question 1352

Staples, using its company-owned Web site to sell office supplies, is an example of direct marketing.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415408>

Question 1353

A company _____ provides ready access to research information, stored reports, shared work documents, contact information for employees and other stakeholders, and more.

- A) Internet
- B) intranet
- C) web page
- D) extranet

Answer: <https://biology-forums.com/index.php?topic=415634>

Question 1354

The _____ of setting promotion budgets completely ignores the effects of promotion on sales. It tends to place advertising last among spending priorities, even in situations in which advertising is critical to the firm's success.

- A) percentage-of-sales method
- B) affordable method
- C) objective-and-task method
- D) competitive parity method

Answer: <https://biology-forums.com/index.php?topic=414855>

Question 1355

All of the following are examples of nontraditional households, except which one?

- A) Never-married singles living alone in a household.
- B) One parent or single parent households with kids.
- C) Nuclear family households.
- D) Couples of the same or opposite sex living together.

Answer: <https://biology-forums.com/index.php?topic=415248>

Question 1356

_____ includes direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships.

- A) Advertising
- B) Personal selling
- C) Direct marketing
- D) Public relations

Answer: <https://biology-forums.com/index.php?topic=414772>

Question 1357

_____ describes changes in behavior arising from experiences.

- A) Self-concept
- B) Learning
- C) Perception
- D) Personality

Answer: <https://biology-forums.com/index.php?topic=415954>

Question 1358

_____ consists of independent firms at different levels of production and distribution who join together through contracts to obtain greater economies or sales impact than each could achieve alone.

- A) A conventional channel
- B) An administered VMS
- C) A corporate VMS
- D) A contractual VMS

Answer: <https://biology-forums.com/index.php?topic=415948>

Question 1359

Under a pull strategy, consumer demand "pulls" the product through the channels.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415064>

Question 1360

E-commerce includes _____ and _____.

- A) E-business; E-marketing

- B) E-marketing; E-tailers
- C) E-marketing; intranets
- D) E-marketing; E-purchasing

Answer: <https://biology-forums.com/index.php?topic=415579>

Question 1361

Many banks are leading the way in using customer profitability analysis to weed out losing customers and target winning ones for pampering. This is called _____.

- A) customer-relationship management
- B) selective-relationship management
- C) positioning
- D) database marketing

Answer: <https://biology-forums.com/index.php?topic=414501>

Question 1362

_____ is the set of actual and potential buyers of a product.

- A) A group
- B) A market
- C) A segment
- D) An audience

Answer: <https://biology-forums.com/index.php?topic=414392>

Question 1363

In the BCG approach, _____ are high share-high growth businesses or products. They need heavy investment to finance rapid growth. When their growth slows down, they turn into _____.

- A) cash cows; stars
- B) stars; question marks
- C) stars; cash cows
- D) question marks; dogs

Answer: <https://biology-forums.com/index.php?topic=414759>

Question 1364

The decision-making unit of a buying organization is called its _____.

- A) user
- B) gatekeeper
- C) CEO
- D) buying center

Answer: <https://biology-forums.com/index.php?topic=416001>

Question 1365

Major sources of new product ideas include _____.

- A) creative approaches, using both "method and madness" approaches
- B) watching and listening to customers
- C) internal sources, using company R&D
- D) all of the above are sources of new product ideas

Answer: <https://biology-forums.com/index.php?topic=415125>

Question 1366

A Web site's ability to tailor itself to different users to allow them to personalize the site is called _____.

- A) community
- B) customization
- C) context
- D) content

Answer: <https://biology-forums.com/index.php?topic=415681>

Question 1367

Products that have neither immediate appeal nor long-run benefits are called _____.

- A) pleasing products
- B) desirable products
- C) deficient products

D) salutary products

Answer: <https://biology-forums.com/index.php?topic=416319>

Question 1368

_____ are certificates that give buyers a saving when they purchase specified products.

- A) Samples
- B) Advertising specialties
- C) Premiums
- D) Coupons

Answer: <https://biology-forums.com/index.php?topic=414966>

Question 1369

Wal-Mart and P&G work together to create superior value for final consumers. They jointly plan merchandising goals and strategies, inventory levels, and advertising and promotion plans. Wal-Mart and P&G practice strong _____.

- A) supply chain management
- B) distribution centers
- C) scrambled merchandising
- D) partner relationship management

Answer: <https://biology-forums.com/index.php?topic=416020>

Question 1370

The _____ enables consumers and companies to access and share huge amounts of information with just a few mouse clicks.

- A) Digital age
- B) Analog age
- C) Internet
- D) Extranet

Answer: <https://biology-forums.com/index.php?topic=415530>

Question 1371

Some marketers are using virtual reality to test product concepts.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415403>

Question 1372

Transaction sites provide the hardware and software that enable Internet communication and commerce.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415794>

Question 1373

A leading pen maker once developed a new positioning idea using exploratory research. Later the idea was further tested by _____ in the form of customer surveys.

- A) descriptive research
- B) observational research
- C) ethnographic research
- D) experimental research

Answer: <https://biology-forums.com/index.php?topic=415737>

Question 1374

The _____ lie in the shadow of the boomers and lack distinguishing characteristics.

- A) baby boomers
- B) Generation Yers
- C) elderly generation
- D) Generation Xers

Answer: <https://biology-forums.com/index.php?topic=415177>

Question 1375

_____ is the set of benefits a company promises to deliver its consumers to satisfy their needs.

- A) Money-back guarantee
- B) Value proposition
- C) Low prices
- D) Good customer service

Answer: <https://biology-forums.com/index.php?topic=414410>

Question 1376

When Dell Computer delivers custom-designed units in a few days to customer specifications, they are said to be _____ their products and services.

- A) improving the processes of
- B) standardizing
- C) engaged in the branding of
- D) individualizing

Answer: <https://biology-forums.com/index.php?topic=415543>

Question 1377

Supermarkets are small stores that carry a limited line of high-turnover convenience goods.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414634>

Question 1378

Companies at the most basic level of environmental sustainability can _____. This involves eliminating or minimizing waste even before it is created. Companies have responded with "green marketing programs," development of ecologically safer products, and more energy-efficient operations.

- A) practice pollution prevention
- B) practice product stewardship
- C) develop a sustainability vision for the future
- D) plan for new environmental technologies for the future

Answer: <https://biology-forums.com/index.php?topic=416297>

Question 1379

_____ are a specialized means of shipping petroleum, natural gas, and chemicals from sources to markets.

- A) Water carriers
- B) Trucks
- C) Pipelines
- D) None of the above

Answer: <https://biology-forums.com/index.php?topic=416062>

Question 1380

Direct mail is well suited to direct, one-to-one communication.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415452>

Question 1381

Baby boomers cut across all walks of life, creating a diverse set of target segments for businesses.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415418>

Question 1382

Test marketing costs are usually low.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415429>

Question 1383

Discount stores sell merchandise bought at less-than-regular wholesale prices and sold at less than retail: often leftover goods, overruns, and irregulars obtained at reduced prices from manufacturers or other retailers.

- A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=414671>

Question 1384

In the _____ of the PLC, marketers price to penetrate the market.

- A) introduction stage
- B) maturity stage
- C) product development stage
- D) growth stage

Answer: <https://biology-forums.com/index.php?topic=415320>

Question 1385

The stage of new product development, in which the product and marketing program are tested in more realistic market settings, is called test marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415425>

Question 1386

_____ is a limited-service wholesaler owned by farmer members. They assemble farm produce to sell in local markets. The profits are distributed to members at the end of the year.

- A) A producer's cooperative
- B) A broker
- C) A rack jobber
- D) A drop shipper

Answer: <https://biology-forums.com/index.php?topic=414612>

Question 1387

All of the following activities are examples of business buying behavior, except which one?

- A) Intel sells the Pentium 4 microprocessor to Dell computers.
- B) General Mills, maker of Cheerios and Betty Crocker cake mixes, sells its products to wholesalers and retailers.
- C) A nurse brings home a sample of a prescription drug to treat her son.
- D) P&G, maker of Ivory soap, Head and Shoulders shampoo and Folgers coffee, sells directly to wholesalers.

Answer: <https://biology-forums.com/index.php?topic=416074>

Question 1388

In recent years, _____ have been squeezed between more focused and flexible specialty stores on the one hand, and more efficient, lower-priced discounters on the other. Many have added promotional pricing to meet the discount threat. Others have stepped up the use of store brands to compete with specialty stores. Service remains the key differentiating factor.

- A) category killer stores
- B) department stores
- C) supermarkets
- D) factory outlet malls

Answer: <https://biology-forums.com/index.php?topic=414514>

Question 1389

Discuss the major steps in the marketing research process.

Answer: <https://biology-forums.com/index.php?topic=415843>

Question 1390

Which operating philosophy is practiced by the American Red Cross to solicit blood donations?

- A) the selling concept
- B) the production concept
- C) the product concept
- D) the marketing concept

Answer: <https://biology-forums.com/index.php?topic=414439>

Question 1391

All of the following values are germane to the U.S. society, except which one?

- A) Collectivism as a value is stressed from a very young age.
- B) We believe in material comfort to a large extent.
- C) Achievement and success are basic American values.
- D) We pride ourselves on efficiency and practicality.

Answer: <https://biology-forums.com/index.php?topic=415879>

Question 1392

_____ involves taking the initiative to customize the market offering.

- A) Disintermediation
- B) Customerization
- C) Standardization
- D) Customization

Answer: <https://biology-forums.com/index.php?topic=415537>

Question 1393

All of the following are adverse outcomes of the misuse of promotional pricing, except which one?

- A) Some marketers offer discounts from normal prices to increase sales and reduce inventories.
- B) Reduced prices can erode a brand's value in the eyes of the customers.
- C) Marketers sometimes use price promotions as a quick fix instead of sweating through the difficult process of developing effective longer-term strategies for building their brands.
- D) Used too frequently and copied by competitors, price promotions can create "deal prone" customers who wait until brands go on sale before buying them.

Answer: <https://biology-forums.com/index.php?topic=415694>

Question 1394

All of the following are reasons in support of why companies today are placing greater emphasis on logistics, except which one?

- A) Improved logistics can yield tremendous cost savings to both the company and its customers.
- B) The explosion in product variety has created a need for improved logistics management.
- C) Companies can gain a powerful competitive advantage by using improved logistics to give customers better service or lower prices.
- D) Improvements in information technology have created fewer opportunities for gains in distribution efficiency.

Answer: <https://biology-forums.com/index.php?topic=416039>

Question 1395

New product development begins with idea generation.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415370>

Question 1396

Public relations can reach masses of geographically dispersed buyers at a low cost per exposure, and it enables the seller to repeat a message many times.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415026>

Question 1397

For most companies, the first step in conducting e-marketing is to place an ad online.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415786>

Question 1398

The purpose of _____ is to find ways in which the company can best use its strengths to take advantage of attractive opportunities in the environment.

- A) an SBU
- B) a market
- C) short-term planning
- D) strategic planning

Answer: <https://biology-forums.com/index.php?topic=414749>

Question 1399

_____ involves evaluating each market segment's attractiveness and selecting one or more segments to enter.

- A) Market segmentation
- B) Target marketing
- C) Product differentiation
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=414797>

Question 1400

A person's position in a group can be defined in terms of both _____.

- A) role and status
- B) status and prestige
- C) height and weight
- D) role and prestige

Answer: <https://biology-forums.com/index.php?topic=415912>

Question 1401

Soft drink makers, such as Coca-Cola and Pepsi Cola, know very well that their flagship brands are in the _____ of the PLC. Greater competition, price markdowns, increase in advertising and sales promotion and, higher R&D budgets, are characteristics of this stage.

- A) growth
- B) maturity
- C) product development
- D) introduction

Answer: <https://biology-forums.com/index.php?topic=415308>

Question 1402

Sales organizations train salespeople in various ways. Discuss the goals of some of the modern training programs in place today. Use examples wherever appropriate.

Answer: <https://biology-forums.com/index.php?topic=415470>

Question 1403

In order-routine specification, a _____ creates a long-term relationship in which the supplier promises to resupply the buyer as needed at agreed prices for a set time period.

- A) proposal
- B) supplier search
- C) blanket contract
- D) buying center

Answer: <https://biology-forums.com/index.php?topic=416009>

Question 1404

Wal-Mart, the world's largest private employer and the world's largest retailer, got its start by bringing everyday low prices to small towns and rural areas. This illustrates Wal-Mart's use of (a/an) _____.

- A) undifferentiated marketing strategy
- B) mass marketing strategy
- C) concentrated marketing strategy
- D) differentiated marketing strategy

Answer: <https://biology-forums.com/index.php?topic=414456>

Question 1405

All of the following are accurate descriptions of the changing American family, except which one?

- A) Almost one-third of households in the U.S. are made up of non-family households.
- B) In the U.S. today, married couples with kids make up over half of the nation's 105 million households, and this percentage is increasing.
- C) The needs and buying habits of each household group are distinctively different from each other.
- D) Today, the number of working women in the U.S. is just over 60 percent.

Answer: <https://biology-forums.com/index.php?topic=415189>

Question 1406

Introducing a new product into the market is called _____.

- A) experimenting
- B) new product development
- C) test marketing
- D) commercialization

Answer: <https://biology-forums.com/index.php?topic=415193>

Question 1407

Profits begin to slowly decline even before sales begin to drop significantly. This indicates a product is in the _____ of the PLC.

- A) introduction stage
- B) growth stage
- C) decline stage
- D) maturity stage

Answer: <https://biology-forums.com/index.php?topic=415311>

Question 1408

A retail store that carries a narrow product line with a deep assortment within that line is called a specialty store.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414665>

Question 1409

The fundamental reason America's most admired firms, including Wal-Mart, Proctor & Gamble and Disney, conduct extensive research is to _____.

- A) increase sales
- B) understand customer's needs, wants and demands
- C) increase market share
- D) maximize profits

Answer: <https://biology-forums.com/index.php?topic=414366>

Question 1410

Define cause-related marketing. According to the authors, cause-related marketing has both advantages and disadvantages. Discuss.

Answer: <https://biology-forums.com/index.php?topic=415483>

Question 1411

Social class is determined by a single factor: income.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416160>

Question 1412

All of the following are accurate descriptions of product launch strategies that are recommended of market pioneers, except which one?

- A) Pioneers must avoid sacrificing long-run revenue for the sake of short-run gain.
- B) The initial strategy is just the first step in a grander marketing plan for the product's entire life cycle.
- C) Pioneers have the best chance of building and retaining market share if they decide to take risks from the start.
- D) The product launch strategy must be consistent with the intended product positioning.

Answer: <https://biology-forums.com/index.php?topic=415249>

Question 1413

All of the following are market-oriented mission statements, except which one?

- A) Girl Scouts of America, "where girls grow strong."
- B) Wal-Mart, "we deliver low prices everyday."
- C) eBay's mission is to connect individual buyers and sellers online.
- D) Singapore Airlines is the world's largest airline.

Answer: <https://biology-forums.com/index.php?topic=414739>

Question 1414

The process of dividing a market into distinct groups of buyers with different needs, characteristics, or behaviors is called _____.

- A) positioning
- B) market segmentation
- C) target marketing

D) marketing strategy

Answer: <https://biology-forums.com/index.php?topic=414788>

Question 1415

The objective of descriptive research is to gather preliminary information that will help define the problem and suggest hypotheses.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415749>

Question 1416

The overnight (next-day air) package shipping industry is crowded with marketing/logistics companies like FedEx, DHL, Airborne, U.S. Postal Service and UPS. According to the authors of your text, FedEx has a 46 percent share of the next-day air shipping business compared to the Postal Service's 6 percent share. According to your authors, all of the following are statements customers often use to judge product/service values objectively, except which one?

- A) FedEx customers receive fast and reliable package delivery.
- B) U.S. Postal Service offers a comparable service to FedEx, at much lower prices.
- C) FedEx is a large shipper judging by its market share.
- D) Few FedEx customers may perceive some status with its use.

Answer: <https://biology-forums.com/index.php?topic=414480>

Question 1417

_____ are corporations that combine several different retailing forms under central ownership.

- A) Corporate chain stores
- B) Retail cooperatives
- C) Voluntary chains
- D) Merchandising conglomerates

Answer: <https://biology-forums.com/index.php?topic=414393>

Question 1418

In the _____ of the PLC, marketers build product awareness among early adopters and dealers.

- A) growth stage
- B) decline
- C) introduction
- D) maturity stage

Answer: <https://biology-forums.com/index.php?topic=415322>

Question 1419

When Sony and its dealers give buyers a warranty on parts and workmanship, instruction on how to use the camcorder, quick repair services when needed, and a toll-free number to call if they have problems or questions, Sony is building a(n) _____ by offering additional consumer services and benefits.

- A) "core benefit"
- B) "image"
- C) "actual product"
- D) "augmented product"

Answer: <https://biology-forums.com/index.php?topic=414761>

Question 1420

The _____ forces management to spell out its assumptions about the relationship between dollars spent and promotion results. Often, it is hard to figure out which specific tasks will achieve specific objectives.

- A) objective-and-task method
- B) affordable method
- C) competitive parity method
- D) percentage-of-sales method

Answer: <https://biology-forums.com/index.php?topic=414864>

Question 1421

All of the following are accurate descriptions of the benefits of European unification, except which one?

- A) Removing currency conversion hurdles will help member nations to increase cross-border trade.
- B) From a marketing point of view, creating a common currency will create a homogeneous market.
- C) Cross-border trade will increase as marketers will highlight differences in pricing and marketing from country to country.

D) Adoption of the euro will decrease much of the currency risk associated with doing business in Europe.

Answer: <https://biology-forums.com/index.php?topic=416041>

Question 1422

_____ divides the market into groups based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, and nationality.

- A) Geographic segmentation
- B) Behavioral segmentation
- C) Demographic segmentation
- D) Psychographic segmentation

Answer: <https://biology-forums.com/index.php?topic=414379>

Question 1423

A company's marketing strategy entails three steps: _____, _____ and _____.

- A) product; price; promotion
- B) marketing analysis; planning; implementation
- C) analysis; implementation; control
- D) market segmentation; target marketing; market positioning

Answer: <https://biology-forums.com/index.php?topic=414910>

Question 1424

_____ involve(s) much more than just advertising and the Promotional 'P' of the marketing mix. It encourages the use of a broad range of marketing tools. Issues ranging from preventive health, education, and personal safety to environmental preservation are examples of programs covered.

- A) Non-profit marketing
- B) Public Relations
- C) Publicity
- D) Social marketing programs

Answer: <https://biology-forums.com/index.php?topic=414845>

Question 1425

Shopping products are usually low priced and marketers place them in many locations to make them readily available when customers need them.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415033>

Question 1426

A marketing information system (MIS) consists of _____ to collect, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers.

- A) procedures
- B) people
- C) equipment
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415615>

Question 1427

In the buyer decision process, the _____ stage is where the consumer processes information to arrive at brand choices.

- A) information search
- B) need recognition
- C) purchase decision
- D) alternative evaluation

Answer: <https://biology-forums.com/index.php?topic=416056>

Question 1428

_____ is the development of original products, product improvements, product modifications, and new brands through the firm's own R&D efforts.

- A) Concept testing
- B) Idea generation
- C) New product development
- D) Test marketing

Answer: <https://biology-forums.com/index.php?topic=415106>

Question 1429

Honey Nut Cheerios has the irresistible taste of golden honey and nuts and soluble fiber to keep your heart healthy. Honey Nut Cheerios is an example of a salutary product.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416335>

Question 1430

_____ includes short-term incentives to encourage the purchase or sale of a product or service.

- A) Public relations
- B) Sales promotion
- C) Direct marketing
- D) Advertising

Answer: <https://biology-forums.com/index.php?topic=414763>

Question 1431

_____ is used heavily when introducing a new product category. In this case, the objective is to build primary demand.

- A) Push strategy
- B) Informative advertising
- C) Pull strategy
- D) Persuasive advertising

Answer: <https://biology-forums.com/index.php?topic=414843>

Question 1432

A _____ involves the use of a successful brand name to launch new or modified products in a new category.

- A) brand extension
- B) license
- C) slotting fee
- D) line extension

Answer: <https://biology-forums.com/index.php?topic=414934>

Question 1433

Developing a stronger position within several segments creates more total sales than undifferentiated marketing across all segments.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414643>

Question 1434

During the _____ step, the salesperson should know how to meet and greet the buyer and get the relationship off to a good start.

- A) approach
- B) presentation
- C) pre-approach
- D) handling objections

Answer: <https://biology-forums.com/index.php?topic=415350>

Question 1435

Adding a standard markup to the cost of the product is called cost-plus pricing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415811>

Question 1436

Beyond brand and image building, _____ usually seek a direct, immediate, and measurable consumer response.

- A) telemarketers
- B) catalog companies
- C) direct mailers
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415223>

Question 1437

B2C marketers tend to use more "push" strategies relying upon advertising, followed by sales promotion, personal selling, and then public relations.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415067>

Question 1438

Merchant wholesalers perform all of the following channel functions, except which one?

- A) Merchant wholesalers carry stock.
- B) Merchant wholesalers maintain a sales force.
- C) Merchant wholesalers do not provide management assistance
- D) Merchant wholesalers offer credit, and make deliveries.

Answer: <https://biology-forums.com/index.php?topic=414564>

Question 1439

Primary data can usually be obtained more quickly and at a lower cost than secondary data.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415818>

Question 1440

Some ads are built around dream themes. Gap even introduced a perfume named Dream. An advertisement showing a woman sleeping blissfully and suggesting that the scent is "the stuff that clouds are made of" is an example of _____ the execution style.

- A) lifestyle
- B) fantasy
- C) slice of life
- D) mood or image

Answer: <https://biology-forums.com/index.php?topic=414896>

Question 1441

What does the term "value-delivery network" mean? Explain.

Answer: <https://biology-forums.com/index.php?topic=415089>

Question 1442

Which of the following statements are not accurate descriptions of the business market?

- A) Lavanya Pradeep, a retail buyer for Lord & Taylor, does all the shopping for her family at the same store.
- B) Costco is a wholesale establishment that deals with various manufacturers.
- C) Goodyear tires deals globally with various suppliers of steel to make tires.
- D) Wal-Mart has a contractual relationship with P&G to serve its customers efficiently.

Answer: <https://biology-forums.com/index.php?topic=416077>

Question 1443

A retail store that carries a _____ product line with a _____ assortment within that line is called a specialty store.

- A) narrow; large
- B) narrow; wide
- C) large; wide
- D) narrow; deep

Answer: <https://biology-forums.com/index.php?topic=414365>

Question 1444

Identify sources used by companies to recruit salespeople. How do companies scout the best talents in their recruiting process?

Answer: <https://biology-forums.com/index.php?topic=415467>

Question 1445

Prospects are qualified by looking at their _____.

- A) financial ability
- B) special needs
- C) volume of business

D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415196>

Question 1446

The objective of _____ is to gather preliminary information that will help define the problem and suggest hypotheses.

- A) causal research
- B) descriptive research
- C) exploratory research
- D) marketing research

Answer: <https://biology-forums.com/index.php?topic=415522>

Question 1447

Showing someone the sole of your shoe is offensive in _____.

- A) the USA
- B) Saudi Arabia
- C) Canada
- D) Germany

Answer: <https://biology-forums.com/index.php?topic=415953>

Question 1448

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 1449

_____ buy goods and services to resell at a profit.

- A) Business markets
- B) Government markets
- C) Consumer markets
- D) Reseller markets

Answer: <https://biology-forums.com/index.php?topic=415159>

Question 1450

A distributor reduces the number of channel transactions between the producer and consumer.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416140>

Question 1451

All of the following are accurate descriptions of challenges facing advertisers, except which one?

- A) Television viewers can "zip" around the channels to see what else is on.
- B) Television viewers can zap commercials by pushing the fast-forward button during taped programs.
- C) With the growth in cable and satellite TV, VCRs and remote-controlled units, television viewers still remain a captive audience for advertisers.
- D) Many advertisers now see themselves as creating "adertainment."

Answer: <https://biology-forums.com/index.php?topic=414871>

Question 1452

In an administered VMS, leadership is assumed through the size and power of one or a few dominant channel members.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416183>

Question 1453

All of the following are accurate descriptions of Web-based technologies, except which one?

- A) Sales executives use Web technologies for training, sales meetings, and preliminary client presentations.
- B) Most sales executives continue to use face-to-face meetings to close the deal.

C) Web tools are susceptible to server crashes and other network difficulties.
D) Most sales executives continue to use Web technologies to close the deal too.
Answer: <https://biology-forums.com/index.php?topic=415335>

Question 1454

In Allegiance Healthcare Corporation, a large health care products and services company, salespeople call on the same hospital on the same day. Allegiance has several product divisions, each with a separate sales force. Allegiance is organizing the sales force around its _____.
A) products
B) customers
C) territories
D) all of the above
Answer: <https://biology-forums.com/index.php?topic=415139>

Question 1455

All of the following are accurate descriptions of the period called the "roaring eighties" by some, except which one?
A) The decade of the 1980s was also called the decade of the "squeezed consumer."
B) Some consumers described themselves as "born to shop."
C) There was a rapid increase in housing segments during the 1980s.
D) American consumers were caught in a consumption frenzy, amassing record levels of debt.
Answer: <https://biology-forums.com/index.php?topic=415347>

Question 1456

Often management may decide to sell a product to another firm or simply liquidate it at salvage value in the _____ of the PLC.
A) product development stage
B) growth stage
C) decline stage
D) maturity stage
Answer: <https://biology-forums.com/index.php?topic=415356>

Question 1457

Some limited-service wholesalers give information to suppliers and customers about competitors, new-products, and price developments. Here the limited- service wholesalers are adding value by performing the channel function of _____.
A) providing market information
B) breaking bulk
C) warehousing
D) financing
Answer: <https://biology-forums.com/index.php?topic=414589>

Question 1458

Under the _____ organizational format of marketing departments, different marketing activities are headed by a functional specialist.
A) product management
B) market management
C) functional
D) geographic
Answer: <https://biology-forums.com/index.php?topic=414953>

Question 1459

Telephone interviewing is best suited for gathering information quickly and it provides greater flexibility than mail questionnaires.
A) True
B) False
Answer: <https://biology-forums.com/index.php?topic=415831>

Question 1460

During this decade, the "millennial fever" has resulted in companies successfully riding the nostalgia wave.
A) True
B) False
Answer: <https://biology-forums.com/index.php?topic=415371>

Question 1461

The _____ cell in the environmental sustainability grid shows how the company's products and services, processes, and policies must evolve and what new technologies must be developed to get there.

- A) new environmental technology
- B) sustainability vision
- C) product stewardship
- D) pollution prevention

Answer: <https://biology-forums.com/index.php?topic=416298>

Question 1462

The systematic search for new-product ideas is called idea screening.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415365>

Question 1463

_____ provides supermarket scanner data on sales, market share, and data on TV audiences.

- A) Simmons Market Research Bureau
- B) Lexis-Nexis
- C) Information Resources Inc.
- D) A.C. Nielsen Corporation

Answer: <https://biology-forums.com/index.php?topic=415548>

Question 1464

Delivering superior customer value and customer satisfaction are the two keys to building lasting _____.

- A) customer databases
- B) customer relationships
- C) market share
- D) customer satisfaction

Answer: <https://biology-forums.com/index.php?topic=414472>

Question 1465

Adopter categories have differing values. Explain with the aid of a figure.

Answer: <https://biology-forums.com/index.php?topic=416223>

Question 1466

Broadly defined, products include tangible goods only.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414984>

Question 1467

After defining the marketing research problem carefully, the manager and researcher must _____.

- A) set the research objectives
- B) interpret and report the findings
- C) develop the research plan
- D) implement the research plan

Answer: <https://biology-forums.com/index.php?topic=415520>

Question 1468

When developing products, marketers first must identify the _____ consumer needs the product will satisfy. They must design the actual product and find ways to augment it in order to create the bundle of benefits that will provide the most satisfying customer experience.

- A) augmented
- B) core
- C) actual
- D) basic

Answer: <https://biology-forums.com/index.php?topic=414764>

Question 1469

_____ is a new-product development approach in which one company department works to complete its stage of the process before passing the new

product along to the next department and stage.

- A) Sequential product development
- B) Simultaneous product development
- C) Product life-cycle analysis
- D) Team-based product development

Answer: <https://biology-forums.com/index.php?topic=415199>

Question 1470

A company's information may prove to be its chief competitive advantage.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415757>

Question 1471

Distinguish between a direct marketing channel and an indirect marketing channel.

Answer: <https://biology-forums.com/index.php?topic=416212>

Question 1472

Central to any definition of marketing is _____.

- A) transactions
- B) making a sale
- C) demand management
- D) customer relationships

Answer: <https://biology-forums.com/index.php?topic=414355>

Question 1473

When K-Mart complains that Wal-Mart steals sales in town by pricing too low, _____ occurs.

- A) vertical channel conflict
- B) no channel conflict
- C) horizontal channel conflict
- D) scrambled merchandising

Answer: <https://biology-forums.com/index.php?topic=415911>

Question 1474

Limited-service wholesalers carry a limited line of fast-moving goods and sell to small retailers for cash. _____ normally do not deliver.

- A) Truck wholesalers
- B) Mail-order wholesalers
- C) Drop shippers
- D) Cash-and-carry wholesalers

Answer: <https://biology-forums.com/index.php?topic=414582>

Question 1475

Convenience products are less frequently-purchased consumer products and services that customers compare carefully on suitability, quality, price, and style.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415019>

Question 1476

In the Boston Consulting Group approach, _____ provide(s) a measure of market attractiveness.

- A) SBUs
- B) relative market share
- C) cash cows
- D) market growth rate

Answer: <https://biology-forums.com/index.php?topic=414971>

Question 1477

Warehouse clubs are also known as wholesale clubs or membership clubs.

- A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=414686>

Question 1478

_____ connect(s) people and companies.

- A) Bits
- B) The Intranet
- C) Bytes
- D) Networks

Answer: <https://biology-forums.com/index.php?topic=415508>

Question 1479

_____ is setting a price for products that must be used along with a main product.

- A) Market-penetration pricing
- B) By-product pricing
- C) Optional-product pricing
- D) Captive-product pricing

Answer: <https://biology-forums.com/index.php?topic=415648>

Question 1480

Amazon.com's primary obsession is to deliver a special _____ to every customer.

- A) experience
- B) book store
- C) set of recommendations
- D) assortment of products

Answer: <https://biology-forums.com/index.php?topic=414380>

Question 1481

_____ means that the goods are placed free on board a carrier; the customer pays the freight from the factory to the destination.

- A) Basing-point pricing
- B) FOB-origin pricing
- C) Zone pricing
- D) Uniform-delivered pricing

Answer: <https://biology-forums.com/index.php?topic=415697>

Question 1482

All of the following phrases best describe the impact of technology upon the everyday lives of customers and marketers alike, except which one?

- A) Just-in-time production and marketing has yet to bring value to customers and marketing partners alike.
- B) We are all connected to each other via live satellite broadcast and the Internet.
- C) Technology is helping companies to distribute products more efficiently and effectively.
- D) Videoconferencing has transformed the communication landscape of today.

Answer: <https://biology-forums.com/index.php?topic=414540>

Question 1483

_____ entails computerizing sales-force operations for more efficient order-entry transactions, improved customer service, and better salesperson decision-making support.

- A) The use of sales force automation systems
- B) The use of CRM software
- C) The Internet
- D) Database marketing

Answer: <https://biology-forums.com/index.php?topic=415323>

Question 1484

_____ are online ads that pop up between changes on a Web site.

- A) Interstitials
- B) Skyscrapers
- C) Tickers
- D) Rectangles

Answer: <https://biology-forums.com/index.php?topic=415671>

Question 1485

Advertising tends to be more believable than public relations, to readers and viewers alike.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415058>

Question 1486

Manufacturers direct more sales promotion dollars toward retailers and wholesalers than to consumers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414997>

Question 1487

_____ means scheduling ads evenly within a given time period.

- A) Pulsing
- B) Frequency
- C) Continuity
- D) Reach

Answer: <https://biology-forums.com/index.php?topic=414927>

Question 1488

_____ involves consistently low prices and few, if any, temporary price reductions. Discounters such as Wal-Mart have adopted it.

- A) Unfair pricing
- B) High-low pricing
- C) Everyday low pricing
- D) Odd pricing

Answer: <https://biology-forums.com/index.php?topic=415726>

Question 1489

All of the following are characteristics of an administered VMS, except which one?

- A) The franchise organization is a common form of administered VMS.
- B) Channel leadership is not assumed through contractual ties.
- C) Channel leadership is not assumed through common ownership.
- D) Channel leadership is assumed through the size and power of one or a few dominant channel members.

Answer: <https://biology-forums.com/index.php?topic=415957>

Question 1490

Online exchange of goods and information between final consumers is called _____.

- A) C2C e-commerce
- B) C2B e-commerce
- C) B2B e-commerce
- D) B2C e-commerce

Answer: <https://biology-forums.com/index.php?topic=415611>

Question 1491

Sigmund Freud assumed that people are _____ about the real psychological forces shaping their behavior.

- A) largely unconscious
- B) largely conscious
- C) largely ashamed
- D) none of the above are correct

Answer: <https://biology-forums.com/index.php?topic=416089>

Question 1492

The first step in the marketing control process is to measure performance.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415004>

Question 1493

Personality refers to the unique psychological characteristics that lead to relatively inconsistent and lasting responses to one's environment.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416195>

Question 1494

If a consumer buys a lawn mower for personal use in the home, the lawn mower is a _____. If the same consumer buys the lawn mower for use in a landscaping business, the lawn mower is an _____.

- A) industrial product; consumer product
- B) consumer product; industrial product
- C) sought good; consumer product
- D) unsought good; industrial product

Answer: <https://biology-forums.com/index.php?topic=414808>

Question 1495

_____ are those purchased for further processing or for use in conducting a business.

- A) Specialty products
- B) Convenience products
- C) Shopping products
- D) Industrial products

Answer: <https://biology-forums.com/index.php?topic=414801>

Question 1496

All of the following are accurate descriptions of a company's mission statement, except which one?

- A) Mission statements should be written for 'public relations' purposes.
- B) Mission statement should fit the market environment.
- C) Mission statement should be broad.
- D) Mission statement should be realistic.

Answer: <https://biology-forums.com/index.php?topic=414737>

Question 1497

One of the major challenges facing companies today is to keep the customers they already have since there are fewer customers to go around. Changing demographics, sophisticated competitors, and overcapacity in many industries are some of the reasons for this. As a result, _____.

- A) the costs of maintaining existing customers are rising
- B) giving incentives to existing customers all the time is good
- C) the costs of attracting new customers are rising
- D) the costs of attracting new customers are declining

Answer: <https://biology-forums.com/index.php?topic=414506>

Question 1498

All of the following are accurate descriptions of wholesalers and retailers, except which one?

- A) Wholesalers continue to increase the services they provide to retailers.
- B) Many large wholesalers are setting up their own retailing operations.
- C) The distinction between large retailers and large wholesalers is clear.
- D) Many retailers operate formats such as wholesale clubs and hypermarkets that perform many wholesale functions.

Answer: <https://biology-forums.com/index.php?topic=414604>

Question 1499

_____ involves charging a constant price with few or no temporary price discounts.

- A) Cost-plus pricing
- B) EDLP
- C) Target costing
- D) Value-added marketing

Answer: <https://biology-forums.com/index.php?topic=415625>

Question 1500

_____ is the act of obtaining a desired object from someone by offering something in return.

- A) Transaction
- B) Value
- C) Exchange
- D) Bribe

Answer: <https://biology-forums.com/index.php?topic=414580>

Question 1501

Wal-Mart, the world's largest retailer, has successfully launched its stores in Mexico, Canada, the U.K. and Germany, among others. Wal-Mart is considering _____ as a growth strategy.

- A) market penetration
- B) demographic markets
- C) product development
- D) geographical markets

Answer: <https://biology-forums.com/index.php?topic=414883>

Question 1502

Countries with subsistence economies may consist mostly of households with very low family incomes.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416174>

Question 1503

A growing number of businesses now _____ some or all of their logistics functions to _____.

- A) outsource; third-party logistics' suppliers
- B) perform on their own; increase efficiency
- C) outsource; the Internet
- D) outsource; the logistics guru

Answer: <https://biology-forums.com/index.php?topic=416093>

Question 1504

The ultimate aim of customer-relationship management is to produce _____.

- A) market share
- B) customer equity
- C) sales volume
- D) a reliable database

Answer: <https://biology-forums.com/index.php?topic=414537>

Question 1505

Differentiate between department stores and specialty stores.

Answer: <https://biology-forums.com/index.php?topic=414715>

Question 1506

The _____ organizational system's main advantage is that the company is organized around the needs of specific market segments.

- A) product management
- B) market management
- C) functional management
- D) geographic management

Answer: <https://biology-forums.com/index.php?topic=414962>

Question 1507

_____ is an approach wherein segments of consumers have similar needs and buying behavior, regardless of their country of location.

- A) International marketing
- B) Segmentation
- C) Geographic segmentation
- D) Inter-market segmentation

Answer: <https://biology-forums.com/index.php?topic=414418>

Question 1508

All of the following are trends in the natural environment, except which one?

- A) Concern for the natural environment has spawned the green movement.
- B) Multinationals are doing very little to protect the natural environment.
- C) Increased pollution is affecting the quality of the natural environment.
- D) Countries are uniform in their concern and efforts to promote a clean environment.

Answer: <https://biology-forums.com/index.php?topic=415318>

Question 1509

All of the following are accurate descriptions of consumer behavior across international borders, except which one?

- A) In India many consumers eat light, nutritious breakfasts.
- B) In the United States, people eat breakfast regularly.
- C) In Japan, pushy, hard-hitting sales approaches are considered offensive.
- D) All of the above are correct.

Answer: <https://biology-forums.com/index.php?topic=416040>

Question 1510

Describe the major decisions in developing an advertising program marketing managers must make, as outlined in your text.

Answer: <https://biology-forums.com/index.php?topic=415103>

Question 1511

Wal-Mart's decision to sell goods and services using its website upset their suppliers. The suppliers' feared that the website would jeopardize their business. The website makes up a company's _____.

- A) macroenvironment
- B) marketing intermediary
- C) natural environment
- D) economic environment

Answer: <https://biology-forums.com/index.php?topic=415310>

Question 1512

In the mid-1980s, Coca-Cola made a big marketing blunder by replacing the original formula with New Coke. Looking back it seems that Coke _____.

- A) defined its marketing research problem too narrowly
- B) made a mistake implementing the research plan
- C) made a mistake with the research plan for collecting information
- D) made a mistake analyzing the data

Answer: <https://biology-forums.com/index.php?topic=415489>

Question 1513

Since selling time varies from salesperson to salesperson, companies are always looking for ways to save time. Tools used to save time include _____.

- A) a strategy to simplify record keeping forms.
- B) a strategy to find better call and routing plans.
- C) the use of phones instead of traveling.
- D) all of the above.

Answer: <https://biology-forums.com/index.php?topic=415340>

Question 1514

When Intel holds back on its next-generation computer chips until demand is exhausted for the current generation, it is accused of _____.

- A) planned obsolescence
- B) shoddy products
- C) high-pressure selling
- D) bait-and-switch advertising

Answer: <https://biology-forums.com/index.php?topic=416263>

Question 1515

All of the following are accurate descriptions of the benefits of sales force automation systems, except which one?

- A) Sales force automation systems provide product information.
- B) Sales force automation systems gives companies a set of generic tools to be more productive.
- C) Sales force automation systems motivate salespersons using sales quotas.
- D) Sales force automation systems provides a wealth of customer information.

Answer: <https://biology-forums.com/index.php?topic=415329>

Question 1516

The _____ is also known as the "information highway."

- A) Intranet
- B) Extranet
- C) Internet
- D) Digital Age

Answer: <https://biology-forums.com/index.php?topic=415517>

Question 1517

The market consists of many buyers and sellers trading in a uniform commodity such as wheat, copper, or financial securities. The competitive environment is one of _____.

- A) pure competition
- B) a pure monopoly
- C) monopolistic competition
- D) a regulated monopoly

Answer: <https://biology-forums.com/index.php?topic=415542>

Question 1518

Today companies are taking a "return on quality" approach, viewing quality as an investment and holding quality efforts accountable for bottom-line results.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415061>

Question 1519

NAFTA is a free-trade zone established among the United States, Mexico, and Canada.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416159>

Question 1520

Compare and contrast the bases used to segment consumer, business and international markets. Briefly discuss each, using examples wherever appropriate.

Answer: <https://biology-forums.com/index.php?topic=414702>

Question 1521

A staff reporter of the New York Times was covering a major story on teenagers and their love for instant messaging. He knew that digital information was also referred to as _____.

- A) analog information
- B) a video game parlor
- C) "bits" or a stream of zeros and ones
- D) kiosks

Answer: <https://biology-forums.com/index.php?topic=415740>

Question 1522

Firms follow the _____ when they face overcapacity.

- A) marketing concept
- B) selling concept
- C) product concept
- D) production concept

Answer: <https://biology-forums.com/index.php?topic=414441>

Question 1523

All of the following are accurate descriptions of attitudes, except which one?

- A) Attitudes describe a person's relatively inconsistent evaluations, feelings, and tendencies toward an object or idea.
- B) Attitudes are difficult to change.
- C) A person's attitudes fits into a pattern; to change one attitude may require difficult adjustments in many others.
- D) A company should usually try to fit its products into existing attitudes rather than attempt to change attitudes.

Answer: <https://biology-forums.com/index.php?topic=416113>

Question 1524

Wal-Mart buys products from P&G and resells them at a profit. Wal-Mart makes up the _____ market.

- A) international
- B) government
- C) consumer
- D) reseller

Answer: <https://biology-forums.com/index.php?topic=415291>

Question 1525

All of the following statements are accurate descriptions of the differing "values" of adopter groups, except which one?

- A) The early majority are deliberate; they adopt ideas only after a majority of people have tried it.
- B) Early adopters are guided by respect; they are opinion leaders who adopt new ideas early but carefully.
- C) Laggards are tradition bound.
- D) Innovators are venturesome; they try new ideas at some risk.

Answer: <https://biology-forums.com/index.php?topic=416037>

Question 1526

All of the following are major external sources of new-product ideas, except which one?

- A) Some companies employ creative approaches, including both "method and madness" in helping them to generate new product ideas.
- B) Competitors are a good source of new-product ideas.
- C) Good ideas come from watching and listening to customers.
- D) Companies can conduct surveys or focus groups to learn about consumer needs and wants.

Answer: <https://biology-forums.com/index.php?topic=415128>

Question 1527

The first step in strategic planning is to _____.

- A) define the company mission
- B) plan marketing strategies
- C) develop the business portfolio
- D) set objectives and goals

Answer: <https://biology-forums.com/index.php?topic=414929>

Question 1528

Individuals and households who buy goods and services for personal consumption make up the business market.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416133>

Question 1529

The National Football League and advertisers on the Super Bowl are using gender segmentation to target women.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414631>

Question 1530

Lower cost-per-contact-media include television and radio.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415415>

Question 1531

In some major industries such as the _____ industry, wherein the variable costs are _____ relative to the fixed costs, the implications for marketers are to _____.

- A) airline; low; engage in price competition
- B) airline; high; increase passenger volume
- C) airline; low; increase passenger volume
- D) airline; low; differentiate the services offered

Answer: <https://biology-forums.com/index.php?topic=415619>

Question 1532

All of the following are problems associated with survey research, except which one?

- A) Respondents sometimes give pleasing answers to help the interviewer.
- B) People are unable to answer survey questions because they cannot remember.
- C) Survey research can be used to obtain many different kinds of information in many different situations.
- D) People are reluctant to respond to interviewers about things they consider private.

Answer: <https://biology-forums.com/index.php?topic=415578>

Question 1533

When each member of the population has an equal and prior known chance of selection in the sample, it is called _____.

- A) probability sample
- B) sampling procedure
- C) nonprobability sample
- D) sampling error

Answer: <https://biology-forums.com/index.php?topic=415596>

Question 1534

Estee Lauder owns the best-selling perfumes in the United States. The original brand appeals to older, Junior League types. Clinique is perfect for the middle-aged mom with a GMC Suburban and no time to waste. For the youthful hipster, there's the hip M.A.C line. And, for the new-age type, there's upscale Aveda. Estee Lauder uses a(n) _____.

- A) mass marketing strategy
- B) undifferentiated marketing strategy
- C) concentrated marketing strategy
- D) segmented marketing strategy

Answer: <https://biology-forums.com/index.php?topic=414442>

Question 1535

_____ gives producers good market coverage with more control and less control than does _____.

- A) Selective distribution; intensive distribution
- B) Intensive distribution; selective distribution
- C) Selective distribution; exclusive distribution
- D) Exclusive distribution; intensive distribution

Answer: <https://biology-forums.com/index.php?topic=416000>

Question 1536

eBay and Amazon.com Auctions and other auction sites offer popular marketplaces for online exchange of goods and information. These online companies are examples of _____.

- A) B2C e-commerce
- B) C2B e-commerce
- C) B2B e-commerce
- D) C2C e-commerce

Answer: <https://biology-forums.com/index.php?topic=415614>

Question 1537

The purpose of a _____ is to allow managers to integrate the information the company already has.

- A) questionnaire
- B) data warehouse
- C) data mining technique
- D) database

Answer: <https://biology-forums.com/index.php?topic=415699>

Question 1538

According to Jeff Bezos, CEO of Amazon.com, a crucial dimension of an outstanding marketing company is _____.

- A) a relentless pursuit of customer needs
- B) to build on customer relationships and profits will follow
- C) to create genuine value for customers
- D) All of the above are correct.

Answer: <https://biology-forums.com/index.php?topic=414357>

Question 1539

The single most important demographic trend in the United States is the _____ of the population.

- A) growing ethnic diversity
- B) educational characteristics
- C) geographical population shifts
- D) changing age structure

Answer: <https://biology-forums.com/index.php?topic=415169>

Question 1540

All of the following are accurate descriptions of marketer responses to charges against them for the high cost of advertising and promotion, except which one?

- A) Consumers can usually buy functional versions of products at lower prices in addition to the higher-priced versions that provide psychological value.
- B) Heavy advertising and promotion may be necessary for a firm to match competitors' efforts.
- C) Promotion and packaging costs of differentiated products can amount to 40 percent or more of the manufacturer's price to the retailer.
- D) Heavy advertising adds to product costs but adds value by informing millions of potential buyers of the availability and merits of a brand.

Answer: <https://biology-forums.com/index.php?topic=416248>

Question 1541

A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction.

- A) motive
- B) personality
- C) self-concept
- D) possession

Answer: <https://biology-forums.com/index.php?topic=415936>

Question 1542

_____, an international association of marketing managers and scholars, has developed a code of ethics.

- A) The Academy of Business Disciplines
- B) The American Marketing Association
- C) The American Medical Association
- D) The Academy of Marketing Science

Answer: <https://biology-forums.com/index.php?topic=416328>

Question 1543

Stocking the product in as many outlets as possible is called _____.

- A) disintermediation
- B) exclusive distribution
- C) intensive distribution
- D) selective distribution

Answer: <https://biology-forums.com/index.php?topic=415983>

Question 1544

The product life-cycle stage, in which sales plunge to zero or drop to a low level at which they continue for many years, is the _____.

- A) introduction stage
- B) decline stage
- C) maturity stage
- D) growth stage

Answer: <https://biology-forums.com/index.php?topic=415293>

Question 1545

_____ involves no additional product development costs, manufacturing changes, or new promotion. But it can be costly in the long run if products fail to satisfy foreign consumers.

- A) Straight product extension
- B) Communication adaptation
- C) Product invention
- D) Product adaptation

Answer: <https://biology-forums.com/index.php?topic=416017>

Question 1546

There are three levels of a product: core benefit, actual product and augmented product.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414999>

Question 1547

_____ often yield(s) the kinds of intimate details that just don't emerge from traditional focus groups.

- A) Personal Interviews
- B) Online surveys
- C) Ethnographic research
- D) Experiments

Answer: <https://biology-forums.com/index.php?topic=415627>

Question 1548

The African American population in the United States is growing in affluence and sophistication.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416147>

Question 1549

All of the following statements are accurate descriptions of cutting-edge humor ads, except which one?

- A) Cutting-edge ads boost viewer attention and do not distract from the selling message.
- B) Cutting-edge ads often attract more attention to the ad itself than to the brand's selling proposition.
- C) To be cutting-edge, advertising must do more than just capture attention.
- D) Today's cluttered advertising environment has spawned a new genre of "gross-out" ads that go to extremes to get attention.

Answer: <https://biology-forums.com/index.php?topic=414876>

Question 1550

All of the following are accurate descriptions of geographic segmentation, except which one?

- A) Hampton Inns has opened a chain of smaller-format motels in towns too small for its standard-size units.
- B) Gap offers baby Gap, Gap kids and Gap Maternity to target people at different life stages.
- C) Wal-Mart is testing Neighborhood Market grocery stores to complement its supercenters.
- D) Campbell sells Cajun soup in Louisiana and Mississippi.

Answer: <https://biology-forums.com/index.php?topic=414376>

Question 1551

A brand created and owned by a reseller of a product or service is called a _____.

- A) licensed brand
- B) private brand
- C) manufacturer brand
- D) generic brand

Answer: <https://biology-forums.com/index.php?topic=414919>

Question 1552

Banks classify customers into one of four relationship groups, according to their potential profitability and projected loyalty. JPMorgan Chase bank wishes to examine its database and identify customers who are profitable but not loyal. According to the authors of the text, it plans to use promotional blitzes to attract the group called _____.

- A) Butterflies
- B) Strangers
- C) Barnacles
- D) True Friends

Answer: <https://biology-forums.com/index.php?topic=414534>

Question 1553

A firm can obtain new products in two ways: acquisition or new product development.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415377>

Question 1554

BankOne operates full-service branches in supermarkets to provide location convenience along with Saturday, Sunday, and weekday-evening hours.

BankOne uses _____.

- A) channel differentiation
- B) service differentiation
- C) image differentiation
- D) product differentiation

Answer: <https://biology-forums.com/index.php?topic=414526>

Question 1555

If you want to get to the mass audience, _____ is where you have to be.

- A) Internet
- B) broadcast TV
- C) radio
- D) newspaper

Answer: <https://biology-forums.com/index.php?topic=414796>

Question 1556

Under monopolistic competition, Kinko's differentiates its offer through strong branding and advertising, reducing the impact of price.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415777>

Question 1557

Disagreement over goals, roles, and rewards generates channel conflict.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416152>

Question 1558

Retailers must rely on various factors to differentiate themselves from the competition. Identify three major product variables: product assortment, services mix, and store atmosphere.

Answer: <https://biology-forums.com/index.php?topic=414727>

Question 1559

A company can conduct _____, setting up a domestic export department that carries out export activities, or setting up an overseas sales branch that handles sales, distribution, and perhaps promotion. Finally, the company can do its own exporting through foreign-based distributors.

- A) indirect exporting
- B) domestic operations
- C) global operations
- D) direct exporting

Answer: <https://biology-forums.com/index.php?topic=416096>

Question 1560

Since its inception, Wal-Mart's decision to locate itself strategically has been written about and well documented in text books. Wal-Mart was the first mass merchandiser to locate in _____.

- A) large cities
- B) suburban areas
- C) small and rural markets
- D) urban areas

Answer: <https://biology-forums.com/index.php?topic=414508>

Question 1561

iGo, a catalog and Web retailer, integrates incoming customer service calls with up-to-date database information about customers' Web purchases and e-mail inquiries. iGo's service reps access this information on the _____ while speaking with the customer.

- A) home page
- B) extranet

- C) Internet
- D) intranet

Answer: <https://biology-forums.com/index.php?topic=415637>

Question 1562

_____ play an important role in matching supply and demand.

- A) Financial marketers
- B) Manufacturers
- C) Economists
- D) Intermediaries

Answer: <https://biology-forums.com/index.php?topic=415875>

Question 1563

All of the following are accurate descriptions of reasons in support of product safety complaints, except which one?

- A) Just-in-time manufacturing has been known to jeopardize product safety.
- B) Manufacturer indifference can jeopardize product safety.
- C) Poorly trained labor can jeopardize product safety.
- D) Increased production complexity can jeopardize product safety.

Answer: <https://biology-forums.com/index.php?topic=416260>

Question 1564

_____ are banner ads that move across the computer screen while consumers are surfing the Web.

- A) Rectangles
- B) Interstitials
- C) Skyscrapers
- D) Tickers

Answer: <https://biology-forums.com/index.php?topic=415664>

Question 1565

Deepika Pradeep is looking for a gift for her 15th birthday. She visited www.toysrus.com for new electronic games and other gifts. According to the authors of your text, Deepika is using _____ as a source of information.

- A) experiential sources
- B) advertising
- C) personal sources
- D) public sources

Answer: <https://biology-forums.com/index.php?topic=416073>

Question 1566

Advertisers are accused of holding too much power over the mass media, limiting their freedom to report independently and objectively. This reflects the social criticism: _____.

- A) marketers urge too much interest in material possessions
- B) marketers create cultural pollution
- C) business wields too much political power
- D) there are too few social goods

Answer: <https://biology-forums.com/index.php?topic=416277>

Question 1567

All of the following are accurate descriptions of the 1990s, except which one?

- A) Increased financial burdens plagued the 1990s.
- B) The 1990s became the decade of the "squeezed consumer."
- C) Consumers were extravagant in their spending habits and did not seek value in the products and services they bought.
- D) Value marketing became the watchword for some marketers.

Answer: <https://biology-forums.com/index.php?topic=415348>

Question 1568

All of the following are advantages of mail surveys, except which one?

- A) Mail surveys can be used to collect large amounts of information.
- B) There is no interviewer bias.
- C) Mail surveys offer limited flexibility in terms of the way respondents answer the same questions in a fixed order.
- D) Respondents give honest answers to personal questions on a mail questionnaire.

Answer: <https://biology-forums.com/index.php?topic=415585>

Question 1569

Companies use databases to profile customers, based on previous purchase habits, and to decide which customers must receive particular offers.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415433>

Question 1570

Shopping products' marketers usually distribute their products through fewer outlets but provide deeper sales support to help customers in their comparison efforts.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415022>

Question 1571

The objective of reminder advertising is to build primary demand.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415079>

Question 1572

All of the following statements accurately reflect the impact of the Internet explosion, except which one?

- A) Consumers are accessing information on the Internet before making major life decisions.
- B) Now more than ever, more people are using the Web at faster speeds.
- C) A recent study found that approximately one-third of U.S. households with Internet access go online with Broadband connections.
- D) The dot-com crash of 2000 led to a slowdown in access to the Internet.

Answer: <https://biology-forums.com/index.php?topic=415533>

Question 1573

The positioning task consists of three steps. The steps are _____.

- A) choosing the right competitive advantages.
- B) identifying a set of possible competitive advantages upon which to build a position.
- C) selecting an overall positioning strategy.
- D) all of the above are correct.

Answer: <https://biology-forums.com/index.php?topic=414512>

Question 1574

Calculate the retailer's cost if a retailer has a markup of 35 percent based on selling price. The selling price is set at \$60.

Answer: <https://biology-forums.com/index.php?topic=415833>

Question 1575

Define business buyer behavior. Explain five ways business markets differ from consumer markets.

Answer: <https://biology-forums.com/index.php?topic=416228>

Question 1576

Business-to-business e-procurement offers all of the following benefits, except which one?

- A) It eliminates the paperwork usually associated with traditional requisition and ordering procedures.
- B) E-procurement means more work for purchasing professionals and less time for other activities.
- C) E-procurement reduces the time between order and delivery.
- D) It cuts transactions costs and results in more efficient purchasing for both buyers and suppliers.

Answer: <https://biology-forums.com/index.php?topic=416018>

Question 1577

_____ needs arise from the need for recognition, esteem, or belonging.

- A) Maslow's hierarchy of
- B) Perceptual
- C) Psychological
- D) Biological

Answer: <https://biology-forums.com/index.php?topic=415941>

Question 1578

Marketers use _____ to sell directly to consumers and businesses.

- A) outbound telephone marketing
- B) inbound toll-free 800 numbers
- C) personal marketing
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415245>

Question 1579

People can be thought of as products in person marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415046>

Question 1580

Define marketing strategy. Discuss the steps in formulating marketing strategy.

Answer: <https://biology-forums.com/index.php?topic=415095>

Question 1581

All of the following are accurate descriptions of radio as an advertising medium, except which one?

- A) Radio is a high-cost medium.
- B) Radio has good local acceptance.
- C) Radio has high geographic selectivity.
- D) Radio has high demographic selectivity.

Answer: <https://biology-forums.com/index.php?topic=414918>

Question 1582

After it leaves the manufacture, soap may move through three wholesalers plus a sales company before it ever reaches the retail outlet. A steak goes from rancher to consumers in a process that often involves a dozen middle agents. This sort of distribution network is found in _____.

- A) India
- B) Canada
- C) Japan
- D) U.S.A

Answer: <https://biology-forums.com/index.php?topic=416078>

Question 1583

Atlantic Furniture has defined the company mission, set company objectives and goals and designed the company's business portfolio. Atlantic Furniture is delineating steps in _____. The next step in the process is to _____.

- A) planning; plan marketing strategies
- B) strategic market planning; plan marketing and other functional strategies
- C) long-range planning; plan functional strategies only
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=414856>

Question 1584

All of the following are steps in the personal selling process, except which one?

- A) prospecting
- B) approach
- C) pioneering
- D) reproach

Answer: <https://biology-forums.com/index.php?topic=415354>

Question 1585

Positioning involves implanting the brand's unique benefits and differentiation in customer's minds.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414694>

Question 1586

Sears routinely customizes its store's merchandise and promotions to match its specific clientele. Citibank provides different mixes of banking services in its branches, depending on neighborhood demographics. Both Sears and Citibank use _____ to tailor brands and promotions to the needs and wants of local customer groups.

- A) mass customization
- B) micromarketing
- C) macromarketing
- D) local marketing

Answer: <https://biology-forums.com/index.php?topic=414588>

Question 1587

Physical goods are produced, then stored, later sold, and still later consumed. In contrast, services _____.

- A) are first produced, later stored, and still later consumed
- B) are first produced, then sold, and consumed at the same time
- C) are first sold, then produced, and consumed at the same time
- D) are first produced, then stored, later sold and consumed at the same time

Answer: <https://biology-forums.com/index.php?topic=414951>

Question 1588

Some companies believe that no idea is too far-fetched or impractical on the first day.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415373>

Question 1589

In today's communications environment, marketers are doing more narrowcasting and less broadcasting.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415042>

Question 1590

Transaction-oriented selling and winning and keeping customers for the long haul are one and the same.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415396>

Question 1591

The Campbell Soup Company combined secondary data on product consumption, media consumption and demographic characteristics, using several different sources. The Campbell Soup Company used _____.

- A) trade journals
- B) ABI/INFORM
- C) single source data system
- D) a database system

Answer: <https://biology-forums.com/index.php?topic=415709>

Question 1592

_____ is the process of estimating the total financial value of a brand.

- A) ERP
- B) TQM
- C) Brand valuation
- D) Brand equity

Answer: <https://biology-forums.com/index.php?topic=414906>

Question 1593

The second American consumer movement during the _____ was sparked by an upturn in consumer prices during the Great Depression.

- A) 1900s
- B) 1990s
- C) mid-1930s

D) 1960s

Answer: <https://biology-forums.com/index.php?topic=416285>

Question 1594

The product life-cycle stage in which the new product is first distributed and made available for purchase is called the _____.

- A) maturity stage
- B) growth stage
- C) decline stage
- D) introduction stage

Answer: <https://biology-forums.com/index.php?topic=415243>

Question 1595

Would a 15 percent decrease in tuition at a state university result in an enrollment increase sufficient to offset the reduced tuition? This hypothesis can be tested using _____.

- A) causal research
- B) exploratory research
- C) marketing research
- D) descriptive research

Answer: <https://biology-forums.com/index.php?topic=415529>

Question 1596

Marketers use _____ by enlisting or even creating opinion leaders to spread the word about their brands.

- A) buzz marketing
- B) niche marketing
- C) creative marketing
- D) marketing 101

Answer: <https://biology-forums.com/index.php?topic=415904>

Question 1597

More and more companies are shifting their brand management focus toward customer relationship management.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415071>

Question 1598

Buyers are more price sensitive when the product they are buying is unique or when it is high in quality, prestige, or exclusiveness.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415806>

Question 1599

In the auto industry, social costs include costs as a result of traffic congestion, air pollution, and deaths and injuries from car accidents.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416357>

Question 1600

Local marketing can drive up marketing and manufacturing costs by reducing economies of scale.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414685>

Question 1601

Nassau University Medical Center (NUMC) in Long Island, N.Y. buys medical supplies and other services to support patient needs. NUMC makes up the _____ market.

- A) government
- B) international
- C) consumer
- D) reseller

Answer: <https://biology-forums.com/index.php?topic=415288>

Question 1602

Procter and Gamble has sold off a number of lesser or declining brands such as Oxydol detergent and Jif peanut butter. In these examples, management decided to _____ the products.

- A) drop
- B) harvest
- C) maintain
- D) none of the above

Answer: <https://biology-forums.com/index.php?topic=415349>

Question 1603

All of the following are accurate descriptions of demographic segmentation, except which one?

- A) Procter & Gamble sells Crest Kids' Cavity Protection toothpaste and Crest Rejuvenating Effects for mature women.
- B) Neiman Marcus pitches expensive jewelry and fine fashions to target affluent customers.
- C) Parker Brothers offers localized versions of its popular Monopoly game for several cities.
- D) Gender segmentation has long been used in clothing, cosmetics, toiletries, and magazines.

Answer: <https://biology-forums.com/index.php?topic=414382>

Question 1604

By going after _____ instead of the whole market, companies have a much better chance to deliver value to consumers and to receive maximum rewards for close attention to consumer needs.

- A) segments
- B) consumer markets
- C) business markets
- D) markets

Answer: <https://biology-forums.com/index.php?topic=414415>

Question 1605

The distinction between a consumer product and an industrial product is based on _____.

- A) the purpose for which the product is bought
- B) who the buyer of the product is
- C) guesswork
- D) target market

Answer: <https://biology-forums.com/index.php?topic=414805>

Question 1606

It is often said that products such as insurance, real estate, and cars are bought, not sold.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416349>

Question 1607

In evaluating different market segments, a company needs to examine major structural factors that affect long-run segment attractiveness. Segment attractiveness is affected by _____.

- A) the relative power of buyers and suppliers
- B) the existence of substitute products
- C) the nature of the competition
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=414570>

Question 1608

First Bank of East Meadow carried out focus groups to determine the needs and desires of the market and the level of satisfaction with the current products. The bank having undertaken focus groups, to understand the financial services needs of its customers, decided it was time to gather additional data by carrying out _____.

- A) conclusive research
- B) exploratory research
- C) descriptive research
- D) ethnographic research

Answer: <https://biology-forums.com/index.php?topic=415727>

Question 1609

_____ provide the resources needed by the company to produce goods and services.

- A) Retailers
- B) Wholesalers
- C) Suppliers
- D) Manufacturers

Answer: <https://biology-forums.com/index.php?topic=415135>

Question 1610

Today, marketers like Wal-Mart practice value pricing called everyday low pricing (EDLP). Explain the strengths and weaknesses of the approach.

Answer: <https://biology-forums.com/index.php?topic=415848>

Question 1611

The marketing information system serves _____.

- A) marketing managers
- B) external partners such as suppliers, resellers, or marketing services agencies
- C) internal partners
- D) all users of marketing information

Answer: <https://biology-forums.com/index.php?topic=415498>

Question 1612

_____ includes all activities in selling goods and services to those buying for resale or business use.

- A) Manufacturing
- B) Retailing
- C) Wholesaling
- D) Financing

Answer: <https://biology-forums.com/index.php?topic=414405>

Question 1613

Marketers everywhere are using the Internet for the following reasons, except which one?

- A) to build closer relationships with customers and marketing partners
- B) to attract new customers
- C) to access new market spaces
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=414598>

Question 1614

In recent years, forces such as deregulation and the instant price comparisons afforded by the Internet and other technologies have _____ consumer price sensitivity, turning products from telephones and computers to new automobiles into commodities in consumers' eyes.

- A) decreased
- B) not changed
- C) increased
- D) slowed down

Answer: <https://biology-forums.com/index.php?topic=415601>

Question 1615

All of the following are accurate descriptions of media-related issues, except which one?

- A) The harmony between the message and the media that delivers it is very close.
- B) In the past there was a lot of friction between the creative types and the media planners.
- C) Today, media fragmentation, soaring media costs, and more-focused target marketing strategies have promoted the importance of the media-planning function.
- D) Today the media-planning function is secondary to the message-creation process.

Answer: <https://biology-forums.com/index.php?topic=414866>

Question 1616

A supply chain is a set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user.

- A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=416120>

Question 1617

A distribution channel structure in which producers, wholesalers, and retailers act as a unified system is called a vertical marketing system.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=416166>

Question 1618

A _____ contains between 15 and 40 retail stores. It normally contains a branch of a department store or variety store, a supermarket, specialty stores, professional offices, and sometimes a bank.

A) community shopping center

B) neighborhood shopping center

C) regional shopping center

D) power center

Answer: <https://biology-forums.com/index.php?topic=414499>

Question 1619

_____ include(s) public health campaigns to reduce smoking, alcoholism, drug abuse, and overeating.

A) Non-profit marketing

B) Commercial marketing programs

C) Advertising

D) Social marketing programs

Answer: <https://biology-forums.com/index.php?topic=414842>

Question 1620

If you want to get to the mass audience, cable TV is where you have to be.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=415029>

Question 1621

All of the following are accurate descriptions of shifts in cultural values, except which one?

A) A shift from a "me-orientation" to a "we-orientation" has occurred in society.

B) Materialism, flashy spending, and self-indulgence are in, and saving, family concerns, and helping others are out.

C) Mature baby boomers are found spending money on products that improve their lives instead of boosting their images.

D) Sociologists say 9/11 actually got more Americans looking for companionship.

Answer: <https://biology-forums.com/index.php?topic=415228>

Question 1622

Companies can choose among three strategies to determine the number of channel members to use at each level. First, define each strategy. Next, discuss the types of channels sought by manufacturers.

Answer: <https://biology-forums.com/index.php?topic=416201>

Question 1623

A _____ is a detailed version of the idea stated in meaningful consumer terms.

A) product concept

B) product image

C) product idea

D) test market

Answer: <https://biology-forums.com/index.php?topic=415146>

Question 1624

A ban on the import of a certain product is called a tariff.

A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=416129>

Question 1625

Personal selling requires a longer-term commitment than does advertising.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415036>

Question 1626

Perdue Chicken, which claims that its branded chickens are better, fresher, and more tender, gets a 10 percent price premium based on this differentiation. At the other extreme are products that can be highly differentiated, such as Volvo cars, providing new and better safety features. This illustrates that product differentiation takes place along a _____.

- A) continuum
- B) quality basis
- C) competitive advantage
- D) price position

Answer: <https://biology-forums.com/index.php?topic=414521>

Question 1627

30-minute advertising programs for a single product are also known as a _____.

- A) Radio commercial
- B) Infomercial
- C) TV commercial
- D) Spam mail

Answer: <https://biology-forums.com/index.php?topic=415256>

Question 1628

All of the following are shortcomings of advertising, except which one?

- A) Advertising can carry on a one-way communication with the audience, and the audience does not feel that it has to pay attention or respond.
- B) Advertising is very expressive.
- C) Advertising is not directly persuasive as other forms of communication.
- D) Advertising is expensive.

Answer: <https://biology-forums.com/index.php?topic=414799>

Question 1629

Who is our target market and what's our value proposition are two important questions underlying marketing strategy.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414652>

Question 1630

Under the _____, each salesperson is assigned to an exclusive geographic area and sells the company's full line of products or services to all customers in that territory.

- A) customer sales force structure
- B) product sales force structure
- C) territorial sales force structure
- D) complex sales force structure

Answer: <https://biology-forums.com/index.php?topic=415133>

Question 1631

The most common market agreement in Latin America is called the FTAA.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416126>

Question 1632

Multinationals like Honda Motor Co. and Wal-Mart stores have designed programs to work closely with their suppliers to help them reduce their costs and improve quality. This illustrates the importance of an efficient _____.

- A) low-cost operator
- B) business model

- C) product mix
- D) value delivery network

Answer: <https://biology-forums.com/index.php?topic=414901>

Question 1633

Greece became the 12th member nation in the EU to adopt the euro.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416164>

Question 1634

All of the following are accurate descriptions of the characteristics of advertising appeals, except which one?

- A) Advertising appeals should be distinctive.
- B) Advertising appeals must be meaningful.
- C) Advertising appeals must be believable.
- D) Advertising appeals with the most meaningful and believable benefits are to the best ones to be featured all the time.

Answer: <https://biology-forums.com/index.php?topic=414884>

Question 1635

Define dynamic pricing. There are two sets of factors to consider when setting prices. Briefly discuss the major factors.

Answer: <https://biology-forums.com/index.php?topic=415830>

Question 1636

P&G feared that its retailers would drop their packaged goods brands if the company sold the same brands directly online. They worried that it would produce _____.

- A) horizontal conflict
- B) vertical conflict
- C) channel conflict
- D) copycats

Answer: <https://biology-forums.com/index.php?topic=415650>

Question 1637

The logistics concept that emphasizes teamwork, both inside the company and among all the marketing channel organizations, to maximize the performance of the entire distribution system is called _____.

- A) just-in-time inventory management
- B) intermodal transportation
- C) VMS
- D) integrated logistics management

Answer: <https://biology-forums.com/index.php?topic=416088>

Question 1638

In customization the company leaves it to individual customers to design the marketing offering.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415773>

Question 1639

All of the following are key U.S. demographic trends, except which one?

- A) The U.S. population is aging.
- B) The American family is characterized by early marriages and lots of kids.
- C) The number of working women has increased greatly to over 60 percent today.
- D) Geographic shifts are characterized by movement to the sunbelt states and migration to the suburbs and "micropolitan areas."

Answer: <https://biology-forums.com/index.php?topic=415244>

Question 1640

_____ create a new rich class and a small but growing middle class, both demanding new types of imported goods.

- A) Raw material exporting economies
- B) Subsistence economies
- C) Industrializing economies typically

D) Industrial economies

Answer: <https://biology-forums.com/index.php?topic=415916>

Question 1641

When Nestlaccent(e) jointly sells General Mills's cereal brands in markets outside North America, it is an example of a(an) _____.

- A) horizontal marketing system
- B) administered VMS
- C) vertical marketing system
- D) conventional marketing channel

Answer: <https://biology-forums.com/index.php?topic=415963>

Question 1642

Monsanto operates in many businesses, including pharmaceuticals and food products. The company defines its _____ as creating "abundant food and a healthy environment."

- A) product portfolio
- B) goals
- C) mission
- D) objectives

Answer: <https://biology-forums.com/index.php?topic=414838>

Question 1643

Innovative packaging can give a company an advantage over competitors. All of the following are examples of well-designed innovative packaging changes, except which one?

- A) Planters' Lifesavers Company used innovative packaging for its fresh-roasted salted peanuts using vacuum-packed "Brit-Pacs."
- B) Dutch Boy came up with paint in plastic containers with twist-off caps.
- C) Skippy Squeez' It peanut butter, dispensed from tubes for on-the-go families.
- D) Coca-Cola beverage packs designed to fit neatly onto refrigerator shelves.

Answer: <https://biology-forums.com/index.php?topic=414873>

Question 1644

Under price competition, the market consists of many buyers and sellers trading in a uniform commodity such as wheat, copper, or financial securities.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415768>

Question 1645

The best known product portfolio planning method was developed by _____.

- A) Boston Consulting Group
- B) Harvard University
- C) SRI Consulting firm
- D) Philip Kotler

Answer: <https://biology-forums.com/index.php?topic=414751>

Question 1646

Ralph does not take title to goods. His main function is to facilitate buying and assisting in negotiation, for which he is paid a commission on the selling price. Ralph is a _____.

- A) drop shipper
- B) rack jobber
- C) cash-and-carry wholesaler
- D) broker or agent

Answer: <https://biology-forums.com/index.php?topic=414597>

Question 1647

A(n) _____ is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.

- A) price
- B) icon
- C) product
- D) tangible good

Answer: <https://biology-forums.com/index.php?topic=414729>

Question 1648

A market segment consists of consumers who respond in different ways to a given set of marketing efforts.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415018>

Question 1649

All of the following are accurate descriptions of the effect of the Internet on pricing in international marketing, except which one?

- A) Customers will be able to order a given product directly from the company location or dealer offering the lowest price.
- B) The Internet makes global price differences more obvious.
- C) When firms sell their wares over the Internet, customers can see how much products sell for in different countries.
- D) Companies will be forced toward more localized international pricing.

Answer: <https://biology-forums.com/index.php?topic=416064>

Question 1650

Linda Smith is interested in buying a new Nikon camera. Her camera interest might come from a strong need for _____.

- A) self-esteem
- B) social
- C) physiological
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=416098>

Question 1651

Samantha Kirkpatrick is looking for a new cell phone. She has researched extensively, using the Internet and other commercial sources. But she prefers to rely on the opinion of her close associate, Robert, at work. This implies _____.

- A) Robert is more than a friend.
- B) Robert is a commercial source of information.
- C) Robert as a personal source has legitimized the purchase for Samantha.
- D) Robert is an experiential source.

Answer: <https://biology-forums.com/index.php?topic=416069>

Question 1652

No single buyer or seller has much effect on the going price. If price and profits rise, new sellers can easily enter the market. These characteristics are typical of pricing under a _____ type of market.

- A) monopolistic competition
- B) oligopolistic competition
- C) pure competition
- D) pure monopoly

Answer: <https://biology-forums.com/index.php?topic=415539>

Question 1653

In the product concept stage of new-product development, the product is merely a _____.

- A) crude mock-up
- B) word description
- C) drawing
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415181>

Question 1654

The undifferentiated marketing strategy focuses on what is different in the needs of consumers rather than on what is common.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414635>

Question 1655

The U.S. Postal Service and Long Island Power Authority (LIPA) are examples of sellers operating under _____.

- A) monopolistic competition
- B) a pure monopoly

- C) oligopolistic competition
- D) pure competition

Answer: <https://biology-forums.com/index.php?topic=415566>

Question 1656

When Allstate Insurance is accused of assigning higher premiums to people with poor credit ratings, Allstate is accused of a practice called Internet lining.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416356>

Question 1657

Charles Revson of Revlon, once said, "In the factory, we make cosmetics; in the store, we sell hope." He was referring to the core, problem-solving benefits that consumers seek in cosmetics.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415006>

Question 1658

The _____ is made up of institutions and other forces that affect a society's basic values, perceptions, preferences, and behaviors.

- A) technological environment
- B) cultural environment
- C) legal environment
- D) political environment

Answer: <https://biology-forums.com/index.php?topic=415216>

Question 1659

Today more and more companies are adopting multi-channel distribution systems. First, define it and then discuss its advantages and disadvantages.

Answer: <https://biology-forums.com/index.php?topic=416225>

Question 1660

Horizontal conflict occurs among firms at the same level of the channel.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416155>

Question 1661

At America Online, "we create customer connectivity, anytime, anywhere," is a product-oriented business definition.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415038>

Question 1662

A subculture refers to groups of people with shared value systems based on common life experiences and situations.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416138>

Question 1663

People in the same demographic group can have very different psychographic makeups.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414608>

Question 1664

In order to produce superior value and satisfaction for customers, companies need _____ on competitors, resellers, and other forces in the marketplace.

- A) marketing information
- B) marketing plans

- C) pricing data
- D) secrets

Answer: <https://biology-forums.com/index.php?topic=415495>

Question 1665

Wholesalers, online retailers, including Amazon.com and physical distribution firms, make up a firm's _____.

- A) customer market
- B) macroenvironment
- C) microenvironment
- D) social environment

Answer: <https://biology-forums.com/index.php?topic=415282>

Question 1666

_____ involve selecting matched group of subjects, giving them different treatments, controlling unrelated factors, and checking for differences in group responses.

- A) Depth Interviews
- B) Experiments
- C) Surveys
- D) Focus Groups

Answer: <https://biology-forums.com/index.php?topic=415718>

Question 1667

A _____ is a companywide electronic storehouse of customer information.

- A) data warehouse
- B) CRM software
- C) sophisticated data mining technique
- D) database

Answer: <https://biology-forums.com/index.php?topic=415696>

Question 1668

All of the following are accurate descriptions of the business market, except which one?

- A) Business demand is derived demand.
- B) Business markets are geographically concentrated.
- C) Business buying usually involves a team-based decision and a more complex buying situation than consumer buying decisions.
- D) Business marketers deal with far more and smaller buyers than the consumer marketer does.

Answer: <https://biology-forums.com/index.php?topic=415991>

Question 1669

According to a recent article published in the New York Times, Wal-Mart, America's largest corporation (sales revenue) and the world's largest retailer, is perceived by many as a "logistics company" and not a plain old discount retailer. Apply the principles of integrated logistics management to Wal-Mart. In your discussion, apply the principles of supply chain management, goals of the logistics system, and major logistics functions.

Answer: <https://biology-forums.com/index.php?topic=416230>

Question 1670

To have good _____, a building should face the water and be flanked by mountains in Asia.

- A) ISO 9000 certification
- B) feng shui
- C) keiretsu
- D) samurai

Answer: <https://biology-forums.com/index.php?topic=416058>

Question 1671

Greyhound Lines, with its inexpensive nationwide bus network, targets lower-income consumers. Almost one-half of 25 million yearly passengers have annual incomes under \$15,000. _____ is being used here by Greyhound Lines.

- A) Income segmentation
- B) Age and life-cycle segmentation
- C) Gender segmentation
- D) Personality segmentation

Answer: <https://biology-forums.com/index.php?topic=414553>

Question 1672

Marketing strategy development entails designing an initial marketing strategy for a new product based on the product concept.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415406>

Question 1673

Break-even pricing is also known as _____.

- A) cost-plus pricing
- B) everyday low pricing
- C) target-profit pricing
- D) value-based pricing

Answer: <https://biology-forums.com/index.php?topic=415612>

Question 1674

Some companies have installed a(n) _____ that directs the flow of new ideas to a central point where they can be collected, reviewed, and evaluated.

- A) computer system
- B) new-product development team
- C) idea management system
- D) satellite system

Answer: <https://biology-forums.com/index.php?topic=415134>

Question 1675

Wal-Mart, the world's largest retailer, is well known for its unsurpassed connectivity with its suppliers and distributors. Wal-Mart is using the _____ for network connectivity.

- A) Internet
- B) Extranet
- C) Net
- D) Intranet

Answer: <https://biology-forums.com/index.php?topic=415554>

Question 1676

A(n) _____ is a retail institution that sells standard merchandise at lower prices by accepting lower margins and selling higher volume. In recent years many of these stores have improved daccent(e)cor, added new lines and services, and expanded regionally and nationally, leading to higher costs and prices.

- A) discount store
- B) category killer
- C) factory outlet
- D) off-price retailer

Answer: <https://biology-forums.com/index.php?topic=414434>

Question 1677

A _____ is a price reduction to buyers who buy merchandise or services out of season.

- A) cash discount
- B) seasonal discount
- C) quantity discount
- D) trade discount

Answer: <https://biology-forums.com/index.php?topic=415665>

Question 1678

_____ is the most effective tool at certain stages of the buying process, particularly in building up buyers' preferences, convictions, and actions.

- A) Personal selling
- B) Advertising
- C) Sales promotion
- D) Public relations

Answer: <https://biology-forums.com/index.php?topic=414802>

Question 1679

Flexibility, timeliness, good local market coverage, broad acceptability, and high believability are all characteristics of _____ as an advertising medium.

- A) television
- B) radio
- C) newspapers
- D) direct mail

Answer: <https://biology-forums.com/index.php?topic=414911>

Question 1680

Orange juice is most often consumed at breakfast, but orange growers have promoted drinking orange juice as a cool and refreshing drink at other times of the day. Firms using _____ can build up product usage.

- A) usage rate
- B) benefits sought
- C) user status
- D) occasion segmentation

Answer: <https://biology-forums.com/index.php?topic=414403>

Question 1681

_____ is the positive differential effect that knowing the brand name has on customer response to the product or service.

- A) Branding
- B) Brand valuation
- C) Brand effect
- D) Brand equity

Answer: <https://biology-forums.com/index.php?topic=414900>

Question 1682

Advil gains name exposure on the Internet by sponsoring special content on various Web sites, such as ESPN SportZone's Injury report. _____ is a form of Internet promotion.

- A) Content sponsorship
- B) Online advertising
- C) Viral marketing
- D) Sponsorship

Answer: <https://biology-forums.com/index.php?topic=415692>

Question 1683

A voluntary chain is a wholesaler-sponsored group of independent retailers that engages in group buying and common merchandising.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414692>

Question 1684

The marketing control process entails the following steps in order: setting goals, _____, evaluating performance and _____.

- A) achieving goals; measuring performance
- B) measuring performance; taking corrective action
- C) evaluating goals; measuring performance
- D) taking corrective action; measuring performance

Answer: <https://biology-forums.com/index.php?topic=414824>

Question 1685

When companies and their managers are not responsible for making moral judgments on issues of ethics and social responsibility and they are able in good conscience to do whatever the system allows, they are putting responsibility on _____.

- A) the U.S. government
- B) Supreme Court
- C) BBB
- D) free market and legal system

Answer: <https://biology-forums.com/index.php?topic=416326>

Question 1686

It usually costs more to attract new customers than to retain current ones.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416192>

Question 1687

Five characteristics are especially important in influencing an innovation's rate of adoption. _____ is the degree to which the innovation may be tried on a limited basis.

- A) Divisibility
- B) Compatibility
- C) Communicability
- D) Complexity

Answer: <https://biology-forums.com/index.php?topic=415981>

Question 1688

Classic examples of known but unsought products and services are life insurance, cemetery plots, and blood donations.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415030>

Question 1689

Today, marketing companies think about products and services on three levels. The three levels which offer customer value include _____.

- A) basic benefit, augmented product and actual product
- B) basic benefit, core benefit and actual product
- C) basic benefit, core benefit and augmented product
- D) core benefit, actual product and augmented product

Answer: <https://biology-forums.com/index.php?topic=414747>

Question 1690

Many companies have greatly reduced their inventories and related costs through _____ logistics systems.

- A) marketing
- B) computerized
- C) just-in-time
- D) advanced

Answer: <https://biology-forums.com/index.php?topic=416049>

Question 1691

Under President Clinton's government, the United States officially lifted the ban on the import of certain products from Vietnam; this ban is also called _____.

- A) exchange controls
- B) a quota
- C) nontariff trade barriers
- D) an embargo

Answer: <https://biology-forums.com/index.php?topic=416079>

Question 1692

Although advertising reaches many people quickly, advertising is impersonal and cannot be as directly persuasive as can company salespeople.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415032>

Question 1693

All of the following are accurate descriptions of inventory management, except which one?

- A) With too little stock, the firm risks not having products when customers want to buy.
- B) Marketing managers must maintain the delicate balance between carrying too little inventory and carrying too much.
- C) Inventory management does not affect customer satisfaction.
- D) Carrying too much inventory results in higher than necessary inventory carrying costs and stock obsolescence.

Answer: <https://biology-forums.com/index.php?topic=416051>

Question 1694

All of the following are characteristics of the growth stage of the product life cycle, except which one?

- A) Prices remain where they are or fall only slightly.

- B) The early adopters will continue to buy, and later buyers will start following their lead, especially with favorable word of mouth.
- C) Attracted by opportunities for profit, new competitors will enter the market.
- D) The slowdown in sales growth results in many producers with many products to sell.

Answer: <https://biology-forums.com/index.php?topic=415258>

Question 1695

To create customer value and build strong customer relationships, marketers know they cannot go it alone. Hence, in order to succeed in the long run, they practice _____.

- A) partner-relationship management
- B) designing attractive websites
- C) database marketing
- D) all of the above are correct

Answer: <https://biology-forums.com/index.php?topic=414573>

Question 1696

For buyers, direct marketing is a powerful tool for building customer relationships.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415412>

Question 1697

Define advertising objectives. Next, distinguish between informative advertising, persuasive advertising and reminder advertising.

Answer: <https://biology-forums.com/index.php?topic=415105>

Question 1698

McDonald's has to scan the marketing environment it operates in. This includes all these forces, except which one?

- A) Marketing planning information.
- B) Forces close to the company like other company departments, suppliers, etc.
- C) Broader demographic trends.
- D) Forces close to the company that affects its ability to serve consumers.

Answer: <https://biology-forums.com/index.php?topic=414941>

Question 1699

All of the following are accurate reasons which draw a company into the international arena, except which one?

- A) To combat saturation of domestic markets, firms go overseas.
- B) Companies do not want to reduce their dependence on any one market so as to reduce risks.
- C) Companies pursue international markets for higher profit opportunities.
- D) Companies go overseas to enlarge their customer database in order to achieve economies of scale.

Answer: <https://biology-forums.com/index.php?topic=415958>

Question 1700

Biological needs arise from states of tension such as need for recognition, esteem, or belonging.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416202>

Question 1701

_____ is often a key business marketing strategy wherein a single seller provides a complete solution.

- A) Systems selling
- B) Consumer buying behavior
- C) Business buying behavior
- D) Buying center

Answer: <https://biology-forums.com/index.php?topic=415998>

Question 1702

All of the following are modes of entry into foreign markets, except which one?

- A) joint ownership
- B) licensing
- C) exporting

D) exchange control

Answer: <https://biology-forums.com/index.php?topic=415969>

Question 1703

Most _____ are making improvements to attract more customers. In the battle for "share of stomachs," many have moved upscale, providing from-scratch bakeries, gourmet deli counters, and fresh seafood departments.

- A) department stores
- B) off-price retailer stores
- C) supermarkets
- D) convenience stores

Answer: <https://biology-forums.com/index.php?topic=414493>

Question 1704

An attractive idea must be developed into a marketing strategy.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415398>

Question 1705

_____ use the phone to find new leads and qualify prospects for their field sales force or to sell and service accounts directly.

- A) Sales assistants
- B) Telemarketers
- C) Technical support people
- D) All of the above

Answer: <https://biology-forums.com/index.php?topic=415154>

Question 1706

The _____ approach to selling calls for good listening and problem solving skills.

- A) need-satisfaction
- B) razzle-dazzle
- C) hard sell
- D) cold calling

Answer: <https://biology-forums.com/index.php?topic=415353>

Question 1707

_____ is the practice of tailoring products and marketing programs to suit the tastes of specific individuals and locations.

- A) Macro-marketing
- B) Web marketing
- C) Differentiated marketing
- D) Micromarketing

Answer: <https://biology-forums.com/index.php?topic=414462>

Question 1708

The full positioning of a brand is called the brand's _____.

- A) value proposition
- B) perceptual map
- C) position
- D) life-cycle stage

Answer: <https://biology-forums.com/index.php?topic=414488>

Question 1709

Spam is ruining the rich potential of _____ for companies that want to use it as a legitimate marketing tool.

- A) profits
- B) e-mail
- C) e-marketing
- D) e-commerce

Answer: <https://biology-forums.com/index.php?topic=415728>

Question 1710

During the introduction stage of the new-product life cycle, companies need to choose between two broad pricing strategies: market-skimming pricing and market-penetration pricing. Explain the pros and cons of each.

Answer: <https://biology-forums.com/index.php?topic=415842>

Question 1711

In the _____ of the PLC, marketers use increased sales promotion to encourage brand switching.

- A) growth stage
- B) introduction stage
- C) product development stage
- D) maturity stage

Answer: <https://biology-forums.com/index.php?topic=415317>

Question 1712

When introducing a new product requires a big investment, a company may do little or no test marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415440>

Question 1713

_____ involve(s) sending trained observers to watch consumers in their "natural environment."

- A) Ethnographic research
- B) Marketing research
- C) Focus group interviews
- D) Market research

Answer: <https://biology-forums.com/index.php?topic=415565>

Question 1714

Each layer of marketing intermediaries that performs some work in bringing the product and its ownership closer to the final buyer is a channel level.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416143>

Question 1715

_____ is systematic collection and analysis of publicly available information about competitors and developments in the marketplace.

- A) Marketing research
- B) Internal database
- C) Marketing intelligence
- D) Market research

Answer: <https://biology-forums.com/index.php?topic=415510>

Question 1716

Before the advent of _____, sales representatives stored customer information in loose-leaf books, calendars, and account cards.

- A) computers
- B) sales force automation systems
- C) the television
- D) the Internet

Answer: <https://biology-forums.com/index.php?topic=415325>

Question 1717

_____ are consumer products that the customer usually buys frequently, immediately, and with a minimum of comparison and buying effort.

- A) Convenience products
- B) Industrial products
- C) Specialty products
- D) Shopping products

Answer: <https://biology-forums.com/index.php?topic=414770>

Question 1718

The creative concept is also known as the _____.

- A) advertising appeal

- B) message execution strategy
- C) small idea
- D) big idea

Answer: <https://biology-forums.com/index.php?topic=414879>

Question 1719

Through annual marketing planning, the company decides what it wants to do with each business unit.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415021>

Question 1720

The _____ of advertising are harder to measure than the _____.

- A) sales effects; budgeting efforts
- B) budgeting efforts; communication effects
- C) sales effects; communication effects
- D) communication effects; budgeting efforts

Answer: <https://biology-forums.com/index.php?topic=414936>

Question 1721

_____ includes exaggerating package contents through subtle design, not filling the package to the top, using misleading labeling, or describing size in misleading terms.

- A) Deceptive promotion
- B) Deceptive manufacturing
- C) Deceptive pricing
- D) Deceptive packaging

Answer: <https://biology-forums.com/index.php?topic=416252>

Question 1722

All of the following are accurate descriptions of the application of the product life cycle concept, except which one?

- A) The PLC concept can be applied to fashions.
- B) The PLC concept can be applied to fads.
- C) The PLC concept can be applied to styles.
- D) The PLC concept can be applied to all of the above.

Answer: <https://biology-forums.com/index.php?topic=415234>

Question 1723

Dell Computer offers equivalent quality computers at a lower "price for performance" proposition. Based on a good deal value proposition, this example uses _____ positioning.

- A) "more for more"
- B) "more for the same"
- C) "less for much less"
- D) "the same for less"

Answer: <https://biology-forums.com/index.php?topic=414503>

Question 1724

Dell Computer advertises heavily for a short period to build awareness that carries over to the next advertising period. Dell's idea to use _____ to schedule its ads is commonly found in the computer industry.

- A) frequency
- B) continuity
- C) reach
- D) pulsing

Answer: <https://biology-forums.com/index.php?topic=414930>

Question 1725

Some _____ get exclusive rights to carry well-known designer labels. Bloomingdale's is known for running spectacular shows featuring goods from a certain country, such as China. The store's atmosphere is another element in this reseller's product arsenal.

- A) convenience stores
- B) factory outlet malls
- C) department stores

D) supermarkets

Answer: <https://biology-forums.com/index.php?topic=414523>

Question 1726

When Pepsi sells its cola syrup in Russia for rubles and agrees to buy Russian-made Stolichnaya vodka for sale in the United States, Pepsi is said to be engaging in international trade called _____.

- A) bartering
- B) counterpurchases
- C) buybacks
- D) tit-for-tat

Answer: <https://biology-forums.com/index.php?topic=415931>

Question 1727

All of the following are accurate descriptions of charges leveled by critics against resellers for the high cost of distribution, except which one?

- A) Intermediaries do work that would otherwise have to be done by manufacturers or consumers.
- B) Intermediaries provide unnecessary or duplicate services.
- C) Greedy intermediaries mark up prices beyond the value of their services.
- D) There are many intermediaries that are inefficient and poorly run.

Answer: <https://biology-forums.com/index.php?topic=416243>

Question 1728

Some clothing stores post different images in their in-store advertising, depending upon the time of day. For example, a store might post images featuring older models during the morning hours when retirees frequently shop, then change the posters to reflect the younger shopping crowd of the evening. This is an example of _____.

- A) personality segmentation
- B) gender segmentation
- C) income segmentation
- D) behavioral segmentation

Answer: <https://biology-forums.com/index.php?topic=414550>

Question 1729

Today, young, techy, upscale professionals heavily populate use of the Internet.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415835>

Question 1730

The following are functions performed by labels on a package, except which one?

- A) promoting the product through attractive graphics
- B) describing several things about the product: who made it, where it was made, when it was made, etc.
- C) identifying the product or brand
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=414877>

Question 1731

All of the following are problems which secondary data presents to researchers, except which one?

- A) Data should be verified to make certain it is relevant.
- B) The information may simply not exist.
- C) Secondary sources can provide data an individual company cannot collect on its own.
- D) Data, when found, might not be very usable.

Answer: <https://biology-forums.com/index.php?topic=415549>

Question 1732

Observation research is best suited for exploratory research and surveys for causal research.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415828>

Question 1733

All of the following are limitations of the simultaneous team-based approach to new-product development, except which one?

- A) Superfast product development can be riskier and more costly than the slower, more orderly sequential approach.
- B) This approach often creates increased organizational tension and confusion.
- C) Top management gives the product development team a clear-cut product idea or work plan.
- D) The objective of this approach is to ensure that rushing a product to market doesn't adversely affect its quality.

Answer: <https://biology-forums.com/index.php?topic=415212>

Question 1734

All of the following are accurate descriptions of the changing consumer spending patterns, except which one?

- A) As family income rises, the percentage spent on food declines.
- B) Consumers at different income levels have different spending patterns.
- C) Food, housing, and transportation use up most household income.
- D) As family income rises, the percentage spent on food increases.

Answer: <https://biology-forums.com/index.php?topic=415192>

Question 1735

_____ means that services cannot be seen, tasted, felt, heard, or smelled before they are bought.

- A) Service variability
- B) Service intangibility
- C) Service inseparability
- D) Service perishability

Answer: <https://biology-forums.com/index.php?topic=414943>

Question 1736

Identify five secrets behind Wal-Mart's spectacular success.

Answer: <https://biology-forums.com/index.php?topic=414709>

Question 1737

Marketing mix is the set of uncontrollable, marketing tools that the firm can use to influence the demand for its product.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415031>

Question 1738

_____ is important for mature products; it keeps consumers thinking about the product.

- A) Informative advertising
- B) Comparison advertising
- C) Persuasive advertising
- D) Reminder advertising

Answer: <https://biology-forums.com/index.php?topic=414849>

Question 1739

All of the following are examples of internal factors affecting pricing decisions, except which one?

- A) A company sets prices low to prevent competition from entering the market.
- B) A company sets prices at competitors' levels to stabilize the market.
- C) The company needs to understand the relationship between supply and demand for its product.
- D) Prices can be set to keep the loyalty and support of resellers or to avoid government intervention.

Answer: <https://biology-forums.com/index.php?topic=415505>

Question 1740

Mission statements must fit the market environment, as indicated here by the Girl Scouts of America's mission: "where girls grow strong."

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415056>

Question 1741

As we move into the new millennium, materialism, flashy spending, and self-indulgence have been replaced by more sensible spending, saving and family concerns.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415367>

Question 1742

The salesperson must often approach a few prospects to get just a few sales.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415381>

Question 1743

Several trends in the natural environment have major implications for marketers. Discuss the trends and their importance to marketers.

Answer: <https://biology-forums.com/index.php?topic=415477>

Question 1744

Using _____, direct marketers tailor their marketing efforts and communications to the needs of narrowly-defined segments or even individual buyers.

- A) retailing
- B) mass marketing
- C) promotions
- D) databases

Answer: <https://biology-forums.com/index.php?topic=415281>

Question 1745

www.nytimes.com, espn.com, and Encyclopedia Britannica Online provide financial, research, and other information. They are called _____.

- A) content sites
- B) ISPs
- C) enabler sites
- D) transaction sites

Answer: <https://biology-forums.com/index.php?topic=415641>

Question 1746

American Express has been pitched against Master Card and Visa in the card wars for some time now. How would you segment the market for charge cards and credit cards? Apply the three steps in target marketing.

Answer: <https://biology-forums.com/index.php?topic=414723>

Question 1747

All of the following are accurate descriptions of the cells in the environmental sustainability grid, except which one?

- A) caring capitalism
- B) pollution prevention
- C) sustainability vision
- D) new environmental technology

Answer: <https://biology-forums.com/index.php?topic=416301>

Question 1748

The activities of designing and producing the container or wrapper for a product is called _____.

- A) patent
- B) copyright
- C) labeling
- D) packaging

Answer: <https://biology-forums.com/index.php?topic=414870>

Question 1749

_____ goes by many names, revenue management or yield management.

- A) Psychological pricing
- B) Promotional allowances
- C) Segmented pricing
- D) Quantity discounts

Answer: <https://biology-forums.com/index.php?topic=415672>

Question 1750

Human needs are shaped by culture and individual personality.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414620>

Question 1751

The topic of standardization and localization has been debated over the years. First, define the terms. Next, give three benefits of each approach.

Answer: <https://biology-forums.com/index.php?topic=416233>

Question 1752

E-business involves the use of three electronic platforms to conduct a company's business. Explain.

Answer: <https://biology-forums.com/index.php?topic=415844>

Question 1753

All of the following research approaches can be used to gather primary data, except which one?

- A) experiments
- B) Lexis-Nexis Universe
- C) observation
- D) surveys

Answer: <https://biology-forums.com/index.php?topic=415557>

Question 1754

Customerization involves taking the initiative to customize the market offering.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415775>

Question 1755

The promotion mix consists of the specific blend of _____ that the company uses to pursue its advertising and marketing objectives.

- A) advertising, sales promotion, PR, pricing, and distribution
- B) advertising, sales promotion, PR, personal selling, and direct marketing
- C) advertising, promotion, distribution, and pricing
- D) advertising, communications, sales promotion, PR, personal selling, and marketing

Answer: <https://biology-forums.com/index.php?topic=414745>

Question 1756

_____ occurs when a company either charges its subsidiaries less than it costs or less than it charges in its home market.

- A) Price escalation
- B) Price gouging
- C) A price war
- D) Dumping

Answer: <https://biology-forums.com/index.php?topic=416032>

Question 1757

_____ position demands the creative selling of products and services, ranging from household goods to information technology services.

- A) Any marketing position
- B) An order takers'
- C) An order getters'
- D) All of the above

Answer: <https://biology-forums.com/index.php?topic=415127>

Question 1758

A neighborhood bank is evaluating a possible new branch location by checking traffic patterns in and around the new location. _____ is the appropriate research approach for gathering primary data.

- A) observational research
- B) descriptive research
- C) exploratory research

D) ethnographic research

Answer: <https://biology-forums.com/index.php?topic=415739>

Question 1759

All of the following are considered examples of low-cost-per-contact media, except which one?

- A) Direct mail
- B) Personal selling
- C) Telemarketing
- D) Company Web sites

Answer: <https://biology-forums.com/index.php?topic=415289>

Question 1760

_____ says, "buy our product"; _____ says, "buy it now."

- A) Advertising; personal selling
- B) Personal selling; advertising
- C) Advertising; sales promotion
- D) Sales promotion; advertising

Answer: <https://biology-forums.com/index.php?topic=414806>

Question 1761

All of the phrases below are examples of transactions, except which one?

- A) Sally votes for her local senator who promises to cut property taxes.
- B) Walter fails to send his membership renewal dues in time to the American Marketing Association.
- C) John purchases a television set from Sears for \$350.
- D) Peter donates his old car to the American Lung Association for a tax deduction.

Answer: <https://biology-forums.com/index.php?topic=414387>

Question 1762

All of the following are accurate descriptions of conditions necessary for market-skimming pricing strategy to work, except which one?

- A) The product's quality and image must support its higher price.
- B) Production and distribution costs must fall as sales volume increases.
- C) Enough buyers must want the product at that high price.
- D) Competitors should not be able to enter the market easily and undercut the high price.

Answer: <https://biology-forums.com/index.php?topic=415636>

Question 1763

Most firms follow the production concept when they face overcapacity.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414668>

Question 1764

Define the term macroenvironment. The single most important demographic trend is the changing age structure of the U.S. population. Discuss the implications for major marketers. (Hint: pick any one age group.)

Answer: <https://biology-forums.com/index.php?topic=415456>

Question 1765

_____ is an organized movement of citizens and government agencies to improve the rights and powers of buyers in relation to sellers.

- A) Capitalism
- B) Environmentalism
- C) Socialism
- D) Consumerism

Answer: <https://biology-forums.com/index.php?topic=416284>

Question 1766

Secondary data consists of information that already exists somewhere, having been collected for another purpose.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415805>

Question 1767

Test marketing by consumer packaged-goods firms has been increasing in recent years.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415432>

Question 1768

Buying behavior is influenced by the stages through which families pass as they mature over time, called _____.

- A) puberty
- B) adolescence
- C) family life cycle
- D) adulthood

Answer: <https://biology-forums.com/index.php?topic=415915>

Question 1769

Market segments may be defined using bases such as benefits sought or behavior. However, _____ must be known in order to assess the size of the target market and to reach it efficiently.

- A) geographic characteristics
- B) behavioral characteristics
- C) demographic characteristics
- D) psychographic characteristics

Answer: <https://biology-forums.com/index.php?topic=414563>

Question 1770

_____ can be a company division, a product line within a division, or sometimes a single product or brand.

- A) The BCG
- B) An SBU
- C) A market
- D) All of the above are correct

Answer: <https://biology-forums.com/index.php?topic=414746>

Question 1771

Satya Pradeep, a limited-service wholesaler, saves her customers (family-owned grocery stores) money by buying in carload lots and breaking carloads into smaller quantities. Satya Pradeep performs the channel function of _____.

- A) breaking bulk
- B) financing
- C) buying and assortment building
- D) selling and promoting

Answer: <https://biology-forums.com/index.php?topic=414594>

Question 1772

Under _____ the domestic firm exports management services rather than products.

- A) contract manufacturing
- B) joint ownership
- C) licensing
- D) management contracting

Answer: <https://biology-forums.com/index.php?topic=416102>

Question 1773

Government departments (U.S. Department of Labor), industry associations (National Association of Convenience Stores), trade publications (Advertising Age), and in-house databases are examples of sources from which _____ may be obtained.

- A) secondary data
- B) survey data
- C) experimental data
- D) primary data

Answer: <https://biology-forums.com/index.php?topic=415711>

Question 1774

_____ entails identifying qualified potential customers.

- A) Handling objections
- B) Prospecting
- C) Presentation and demonstration
- D) Approach

Answer: <https://biology-forums.com/index.php?topic=415182>

Question 1775

Businesses, charities, sports teams, fine arts' groups, religious groups, and other organizations use person marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415048>

Question 1776

All of the following are accurate descriptions of the teen market, except which one?

- A) Action movies, acne creams and cell phones are some of the products targeted at teens.
- B) The average U.S. teen spends around \$100 each week.
- C) Today's teens are big spenders.
- D) Teenagers are often cautious about their spending habits.

Answer: <https://biology-forums.com/index.php?topic=415235>

Question 1777

E-mail marketing is considered to be the Internet's version of traditional "word-of-mouth" marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415765>

Question 1778

Soft drink companies, such as Coca-Cola and PepsiCo, which sell to final consumers, are using the _____ channel.

- A) "manufacturer to business distributor to business to customer"
- B) "manufacturer to retailer to consumer"
- C) "manufacturer to wholesaler to retailer to consumer"
- D) "manufacturer to consumer"

Answer: <https://biology-forums.com/index.php?topic=415899>

Question 1779

All of the following are accurate descriptions of the predatory "bundling" practices leveled against Microsoft, except which one?

- A) Microsoft continually added new features to Windows, keeping its customers locked in.
- B) Microsoft was able to sell other Internet software to its existing customers.
- C) Microsoft was wrongly accused of bundling its Internet Explorer browser into its Windows software.
- D) Microsoft prevented its users from using other competitor software.

Answer: <https://biology-forums.com/index.php?topic=416283>

Question 1780

What is the purpose of a marketing information system? Explain with the aid of a flow chart.

Answer: <https://biology-forums.com/index.php?topic=415837>

Question 1781

The first link between the seller and final buyer, while designing international channels, includes _____.

- A) understanding channel conflict
- B) the seller's headquarters organization
- C) channels among nations
- D) channels within nations

Answer: <https://biology-forums.com/index.php?topic=416121>

Question 1782

Blood donors are low in self-esteem, low risk takers, and more highly concerned about their health; non-donors tend to be the opposite on all three dimensions. This suggests that markets can be segmented using _____.

- A) user status

- B) benefits sought
- C) occasion segmentation
- D) usage rate

Answer: <https://biology-forums.com/index.php?topic=414406>

Question 1783

All of the following are accurate descriptions of retail stores featuring "communities" or "hangouts," except which one?

- A) Today's bookstores have become part bookstore, part library, and part living room.
- B) Today's bookstores are selling comfort, relaxation, and community.
- C) With the rise in the number of people living alone, working at home, or living in isolated and sprawling suburbs, there has been a resurgence of establishments that, regardless of the product or service they offer, also provide a place for people to get together.
- D) All of the above are accurate descriptions of retail stores.

Answer: <https://biology-forums.com/index.php?topic=414433>

Question 1784

In the extreme, micromarketing becomes local marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414690>

Question 1785

All the phrases given below reflect the definition of target marketing, except which one?

- A) Porsche profitably targets affluent professionals.
- B) The Book of the Month club customizes offers based on a member's previous selections.
- C) Dollar stores profitably target families with modest means.
- D) Disney targets persons in all stages of the life cycle.

Answer: <https://biology-forums.com/index.php?topic=414432>

Question 1786

The gathering of primary data by observing relevant people, actions, and situations is called _____.

- A) marketing research
- B) online marketing research
- C) observational research
- D) focus group research

Answer: <https://biology-forums.com/index.php?topic=415653>

Question 1787

Holiday Inn has divided the total customer market into smaller segments and selected the most promising segments. Deciding how to service these segments is called _____.

- A) segmentation
- B) positioning
- C) targeting
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=414907>

Question 1788

_____ entails identifying the good prospects and screening out the poor ones.

- A) Presentation
- B) Prospecting
- C) Qualifying leads
- D) Handling objections

Answer: <https://biology-forums.com/index.php?topic=415194>

Question 1789

Creating new products or services for foreign markets is called product invention.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416203>

Question 1790

The term product broadly defined, includes tangible goods, services, ideas, events, persons, persons, places, or mixes of these entities.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414993>

Question 1791

The Old Economy revolved around information businesses that focused upon the benefits of differentiation, customization, and the speed of communication.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415782>

Question 1792

A relatively large, low-cost, low-margin, high volume, self-service operation designed to serve the consumer's total needs for food and household products is called a _____.

- A) superstore
- B) specialty store
- C) discount store
- D) supermarket

Answer: <https://biology-forums.com/index.php?topic=414368>

Question 1793

Procter & Gamble, makers of detergents and soaps, among other consumer packaged goods, wants to first determine factors consumers' look for in its packaging for a new shampoo. Next, they want to know more about the characteristics of the target market. Finally, they want to determine if a new package design for the shampoo is more effective than the current design. What research approach should P&G use in each situation? Discuss.

Answer: <https://biology-forums.com/index.php?topic=415865>

Question 1794

Linda Smith felt the need for a new avocation (hobby) when the kids left home for college. She thought of taking a photography class at her local community college. Canon, the maker of cameras, should research _____ as part of the buyer decision process.

- A) need recognition
- B) how consumers evaluate information
- C) post-purchase behavior
- D) information search

Answer: <https://biology-forums.com/index.php?topic=416052>

Question 1795

Cash refund offers are also known as _____.

- A) premiums
- B) rebates
- C) samples
- D) coupons

Answer: <https://biology-forums.com/index.php?topic=414973>

Question 1796

Amazon.com, Schwab.com, and Dell.com conduct _____ at their Web sites.

- A) e-marketing
- B) e-commerce
- C) selling and not marketing
- D) bartering

Answer: <https://biology-forums.com/index.php?topic=415582>

Question 1797

Discuss the advantages and disadvantages of secondary data.

Answer: <https://biology-forums.com/index.php?topic=415849>

Question 1798

A concept of retailing that states that new types of retailers usually begin as low-margin, low-price, low-status operations but later evolve into higher-priced, higher service operations is called ____.

- A) the e-tailing concept
- B) a franchise
- C) wholesaling
- D) the wheel-of-retailing concept

Answer: <https://biology-forums.com/index.php?topic=414399>

Question 1799

The Marketing Information System (MIS) ____.

- A) develops needed information from databases, marketing intelligence activities, and marketing research
- B) helps users to analyze information and distribute it.
- C) interacts with information users to assess information needs
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415622>

Question 1800

Associated Grocers and Ace Hardware are two examples of franchise organizations.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414696>

Question 1801

People coming from the same subculture, social class, and occupation may have similar lifestyles.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416184>

Question 1802

_____ is the course of a product's sales and profits over its lifetime, involving five distinct stages: product development, introduction, growth, maturity, and decline.

- A) Growth
- B) Maturity
- C) Decline
- D) Product life cycle

Answer: <https://biology-forums.com/index.php?topic=415227>

Question 1803

Human behavior is largely ____.

- A) observed
- B) innate
- C) emotional
- D) learned

Answer: <https://biology-forums.com/index.php?topic=415877>

Question 1804

The number of Americans who refinance their mortgages continues to grow. This reflects how ____ impacts a company's macroenvironment.

- A) politics
- B) culture
- C) the economy
- D) society

Answer: <https://biology-forums.com/index.php?topic=415336>

Question 1805

A retailer that buys at less-than-regular wholesale prices and sells at less than retail is called ____ retailer.

- A) a discount
- B) a category killer
- C) an off-price
- D) a factory outlet

Answer: <https://biology-forums.com/index.php?topic=414377>

Question 1806

_____ involves looking at whether a company's basic strategies are well matched to its opportunities.

- A) Strategic control
- B) Operating control
- C) Marketing audit
- D) Marketing control

Answer: <https://biology-forums.com/index.php?topic=414814>

Question 1807

_____ entails testing new-product concepts with a target group of consumers to find out if the concepts have strong consumer appeal.

- A) Idea generation
- B) Concept development
- C) Idea screening
- D) Concept testing

Answer: <https://biology-forums.com/index.php?topic=415160>

Question 1808

Socially-responsible marketers focusing on two bottom lines is no easy proposition. Today's business people are just as dedicated to building a _____ as they are to _____.

- A) viable profitable business; shaping a mission (values)
- B) viable profitable business; cutting costs
- C) needs-based focus; integrating functional areas within a business
- D) stronger relationship with all stakeholders; cutting costs

Answer: <https://biology-forums.com/index.php?topic=416317>

Question 1809

List and describe the four common methods to set the total budget for promotion.

Answer: <https://biology-forums.com/index.php?topic=415109>

Question 1810

Proctor and Gamble builds basic customer relationships with members of the target market using all the following approaches, except which one?

- A) P&G practices brand-building advertising.
- B) P&G offers sales promotions to customers and middlemen alike.
- C) P&G makes personal phone calls to each and every customer.
- D) Using the 1-800 customer response number, P&G interacts with customers.

Answer: <https://biology-forums.com/index.php?topic=414492>

Question 1811

Fixed costs are also known as overhead costs that do not vary with production levels.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415756>

Question 1812

Value analysis is an approach to cost reduction in which components are studied carefully to determine if they can be redesigned, standardized, or made by less costly methods of production.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416128>

Question 1813

An idea management system directs the flow of new ideas to a central point where they can be collected, reviewed, and evaluated.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415387>

Question 1814

When the makers of a ballpoint pen state they are in the communication equipment business, they are defining their mission too _____.

- A) realistically
- B) narrowly
- C) broadly
- D) specifically

Answer: <https://biology-forums.com/index.php?topic=414926>

Question 1815

_____ is a free trade area linking Argentina, Brazil, Paraguay, Uruguay, and associate members Bolivia and Chile.

- A) NAFTA
- B) MERCOSUR
- C) ASEAN
- D) EU

Answer: <https://biology-forums.com/index.php?topic=415919>

Question 1816

Procter and Gamble was the first with Secret, a brand specially formulated for a woman's chemistry.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414629>

Question 1817

A company's market offering often includes both tangible goods and services.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414987>

Question 1818

_____ is an independently-owned business that takes title to the merchandise it handles.

- A) A marketing research firm
- B) A merchant wholesaler
- C) A broker
- D) An agent

Answer: <https://biology-forums.com/index.php?topic=414411>

Question 1819

_____ were the main form of retail cluster until the 1950s.

- A) Central business districts
- B) Regional shopping centers
- C) Urban shopping centers
- D) Suburban shopping centers

Answer: <https://biology-forums.com/index.php?topic=414505>

Question 1820

Amazon.com, Schwab.com, and Dell.com conduct E-marketing at their Web sites.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415797>

Question 1821

Cash refund offers are like _____ except that the price reduction occurs after the purchase rather than at the retail outlet.

- A) premiums
- B) coupons
- C) cents-off deals
- D) rebates

Answer: <https://biology-forums.com/index.php?topic=414982>

Question 1822

Asian-American consumers are the most brand conscious and brand loyal of all ethnic groups.

- A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=416153>

Question 1823

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 1824

Segmented pricing is an effective strategy under all of the following conditions, except which one?

- A) The segmented pricing needs to be ethical, but not necessarily legal.
- B) The segmented prices should reflect real differences in customers' perceived value.
- C) The market must be segmentable, and the segments must show different degrees of demand.
- D) The costs of segmenting and watching the market cannot exceed the extra revenue obtained from the price difference.

Answer: <https://biology-forums.com/index.php?topic=415679>

Question 1825

Roosevelt Field shopping mall in Garden City, Long Island is an indoor _____. It contains from 40 to over 200 stores. Galyan's, JC Penney, and Bloomingdale's are some of the anchor stores in the mall. It also has several specialty stores, including Sunglass Hut and Express, along with a post-office and other retail stores. It caters to customers from all over Long Island, parts of New York (Queens, Brooklyn, Manhattan) and New Jersey.

- A) power center
- B) community shopping center
- C) neighborhood shopping center
- D) regional shopping center

Answer: <https://biology-forums.com/index.php?topic=414496>

Question 1826

Truck wholesalers are also called _____.

- A) cash-and-carry wholesalers
- B) rack jobbers
- C) drop shippers
- D) truck jobbers

Answer: <https://biology-forums.com/index.php?topic=414615>

Question 1827

An exchange is the core concept of marketing, whereas a transaction is marketing's unit of measurement.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414645>

Question 1828

_____ sells information on important social and lifestyle trends.

- A) Media Metrix
- B) Information Resources Inc.
- C) Yankelovich and Partners
- D) A.C. Nielsen Corporation

Answer: <https://biology-forums.com/index.php?topic=415562>

Question 1829

All of the following are accurate descriptions of E-tailing, except which one?

- A) Much of the anticipated growth in online sales is expected to go to online retailers only, and not go to multi-channel retailers.
- B) Click-only E-tailers are thriving in the categories of books, music, and video.
- C) Today's Web sites are easier to use than before.
- D) Online customer service has improved tremendously.

Answer: <https://biology-forums.com/index.php?topic=414425>

Question 1830

More and more companies are shifting their brand management focus toward _____.

- A) CRM
- B) ERP
- C) BCG
- D) BPOs

Answer: <https://biology-forums.com/index.php?topic=414965>

Question 1831

All of the following are examples of secondary data collection, except which one?

- A) An internet or online database search.
- B) Information Resources Inc, offers supermarket scanner data to users for a fee.
- C) Fisher-Price sets up observation labs in which it could observe the reactions of little tots to new toys.
- D) Sending trained observers to watch consumers in their "natural environment."

Answer: <https://biology-forums.com/index.php?topic=415666>

Question 1832

All of the following are examples of marketing intermediaries which help a company to promote, sell, and distribute its goods to final buyers, except which one?

- A) Marketing services' agencies
- B) Customer markets
- C) Resellers
- D) Physical distribution firms

Answer: <https://biology-forums.com/index.php?topic=415144>

Question 1833

A _____ is an organized collection of comprehensive data about individual customers or prospects, including geographic, demographic, psychographic, and behavioral data.

- A) mass market
- B) customer relationship management method
- C) data warehouse
- D) customer database

Answer: <https://biology-forums.com/index.php?topic=415236>

Question 1834

Using the store's atmosphere as part of the reseller's product arsenal to differentiate themselves, some retailers practice _____. In some stores, consumers try out climbing equipment on a huge wall in the store, and they can test raincoats by going under a simulated rain shower.

- A) "experiential retailing"
- B) lifestyle marketing
- C) value pricing
- D) services mix

Answer: <https://biology-forums.com/index.php?topic=414533>

Question 1835

Once a company has decided to venture into international markets, it must next determine _____.

- A) the global marketing program.
- B) the political stability of the country.
- C) the best mode of foreign market entry.
- D) which markets to enter.

Answer: <https://biology-forums.com/index.php?topic=415972>

Question 1836

A few years back when asked when Amazon.com would start focusing upon profits, CEO Jeff Bezos replied, _____.

- A) the goal of a firm is to make money first.
- B) if you focus upon what customers want and build a relationship, they will make you money.
- C) it is time we put profits ahead of growth.
- D) if you offer customers low prices, they will make you money.

Answer: <https://biology-forums.com/index.php?topic=414565>

Question 1837

All of the following are accurate descriptions of direct marketing, except which one?

- A) Direct marketing is not an approach for communicating directly with customers.

- B) Direct marketing means direct distribution from producer to consumer with no intermediaries.
- C) Direct marketing is a supplementary channel or medium to some marketers for marketing their goods.
- D) With the advent of the Internet, direct marketing has undergone a major transformation.

Answer: <https://biology-forums.com/index.php?topic=415226>

Question 1838

In a company's marketing environment _____ carry news, features, and editorial opinions. They include newspapers, magazines, and radio and television stations.

- A) financial publics
- B) media publics
- C) government publics
- D) citizen-action publics

Answer: <https://biology-forums.com/index.php?topic=415165>

Question 1839

Every store has a physical layout that makes moving around in it either hard or easy. Each store has a "feel"; one is cluttered, another cheerful, a third plush, a fourth somber. The physical layout of the store, which refers to the _____, needs to be planned that suits the target market and moves customers to buy.

- A) services mix
- B) product assortment
- C) store's atmosphere
- D) product mix

Answer: <https://biology-forums.com/index.php?topic=414529>

Question 1840

Procter and Gamble markets a fairly wide _____ consisting of 250 brands organized into many product lines.

- A) product mix
- B) brand group
- C) product line
- D) product line depth

Answer: <https://biology-forums.com/index.php?topic=414885>

Question 1841

The most common trade barrier is the exchange control, which is a tax levied by a foreign government against certain imported products.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416123>

Question 1842

Wholesalers and retailers are also known as _____.

- A) marketing intermediaries
- B) middlemen
- C) resellers
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415141>

Question 1843

_____ consists of activities undertaken to create, maintain, or change attitudes or behavior toward particular people.

- A) Person marketing
- B) Place marketing
- C) Organization marketing
- D) Idea marketing

Answer: <https://biology-forums.com/index.php?topic=414837>

Question 1844

That most Amazon.com regulars feel a surprisingly strong and personal relationship with the company based on customer value is far from true.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=414605>

Question 1845

When Google sells ad space adjacent to its search results, linked to key search words, Google only receives a lot of public goodwill.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415769>

Question 1846

_____ lets sales reps meet with more prospective customers than ever before, creating a more efficient and effective sales organization.

- A) Databases
- B) The Internet
- C) Web-based sales selling
- D) Technology

Answer: <https://biology-forums.com/index.php?topic=415332>

Question 1847

Many companies are adopting _____ practices, which involve thinking ahead in the design stage to create products that are easier to recover, reuse, or recycle.

- A) pollution prevention
- B) JIT design
- C) product stewardship
- D) design for environment (DFE)

Answer: <https://biology-forums.com/index.php?topic=416300>

Question 1848

In using _____, sellers consider the psychology of prices and not simply the economics.

- A) geographical pricing
- B) segmented pricing
- C) psychological pricing
- D) promotional allowances

Answer: <https://biology-forums.com/index.php?topic=415683>

Question 1849

Product sales decline for many reasons, including which of the following?

- A) increased competition
- B) shifts in consumer tastes
- C) recent technological advances
- D) all of the above

Answer: <https://biology-forums.com/index.php?topic=415296>

Question 1850

Going-rate pricing is an approach in which a firm bases its price largely on _____ prices, with less attention paid to its own costs or demand.

- A) price-penetration
- B) environmental
- C) price-skimming
- D) competitors'

Answer: <https://biology-forums.com/index.php?topic=415628>

Question 1851

For most companies, the first step in conducting e-marketing is to _____.

- A) create a marketing Web site
- B) place an ad online
- C) use online e-mail
- D) create Web communities

Answer: <https://biology-forums.com/index.php?topic=415655>

Question 1852

Evaluating each market segment's attractiveness and selecting one or more of the market segments to enter is called _____.

- A) positioning

- B) market segmentation
- C) target marketing
- D) none of the above are correct

Answer: <https://biology-forums.com/index.php?topic=414360>

Question 1853

For _____ to flow from one location to another requires _____.

- A) bytes; the Internet
- B) information; analog connections
- C) bits; the Internet
- D) bits; connectivity, a telecommunications network

Answer: <https://biology-forums.com/index.php?topic=415506>

Question 1854

_____ typically locate in low-rent, low tax areas and tend to invest little money in their buildings, equipment and systems. In recent years, they are reacting to rising costs by investing in automated warehouses and online ordering systems.

- A) Resellers
- B) Wholesalers
- C) Retailers
- D) Manufacturers

Answer: <https://biology-forums.com/index.php?topic=414603>

Question 1855

Firms using a(an) _____ strategy standardize certain core marketing elements and localize others.

- A) global
- B) multinational
- C) international
- D) glocal

Answer: <https://biology-forums.com/index.php?topic=416011>

Question 1856

_____ do not carry inventory or handle the product. They are also called desk jobbers. On receiving an order, they select a manufacturer, who ships the merchandise directly to the consumer. They operate in bulk industries, such as coal and lumber.

- A) Brokers
- B) Agents
- C) Drop shippers
- D) Rack jobbers

Answer: <https://biology-forums.com/index.php?topic=414559>

Question 1857

Almost 75 percent of U.S. households with Internet access now go online through high-speed broadband connections.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415758>

Question 1858

Discuss the differences between click-only companies and click-and-mortar e-marketers.

Answer: <https://biology-forums.com/index.php?topic=415859>

Question 1859

_____ are payments or price reductions to reward dealers for participating in advertising and sales support programs.

- A) Functional discounts
- B) Promotional allowances
- C) Discounts
- D) Quantity discounts

Answer: <https://biology-forums.com/index.php?topic=415668>

Question 1860

In her mid-40s, Sarah Hughes is driven by a sense of adventure, fueled by youthfulness. She has the willingness to accept change, but at the same

time she cares for both old and young alike. Sarah most likely belongs to the baby boomer generation.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415445>

Question 1861

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 1862

Interviewer bias is a potential problem in each of the following research methods, except which one?

- A) personal interviews
- B) telephone interviews
- C) group interviewing
- D) mail survey research

Answer: <https://biology-forums.com/index.php?topic=415670>

Question 1863

Intermediaries reduce the amount of work that must be done by both producers and consumers when _____.

- A) the channel is from "producer to consumer"
- B) manufacturers use a direct marketing channel
- C) the manufacturer matches supply and demand
- D) they reduce the number of contacts between producer and consumer

Answer: <https://biology-forums.com/index.php?topic=415905>

Question 1864

The uncontrollable macro forces to which a firm must adapt is called the micro environment.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415010>

Question 1865

Marketing research, product development, pricing, and promotion play little or no role in a _____ type of competitive environment. Thus, sellers in these markets do not spend much time on marketing strategy.

- A) regulated monopoly
- B) pure competition
- C) private regulated monopoly
- D) pure monopoly

Answer: <https://biology-forums.com/index.php?topic=415545>

Question 1866

In the Boston Consulting Group approach, _____ serve(s) as a measure of company strength in the market.

- A) cash cows
- B) relative market share
- C) market growth rate
- D) SBUs

Answer: <https://biology-forums.com/index.php?topic=414974>

Question 1867

Once considered upstarts among independent businesses, _____ now command 35 percent of all retail sales in the United States. This retail format is commonly found in fast foods, video stores, health and fitness centers, haircutting, auto rentals, motels, and dozens of other product and service areas.

- A) wholesale clubs
- B) retail cooperatives
- C) chain stores

D) franchises

Answer: <https://biology-forums.com/index.php?topic=414473>

Question 1868

The type of demand (elastic, inelastic or unitary) depends upon _____.

- A) availability of substitutes
- B) urgency of need
- C) lack of substitutes
- D) Both A and B are correct

Answer: <https://biology-forums.com/index.php?topic=415729>

Question 1869

All of the following are benefits of a standardized marketing strategy, except which one?

- A) Marketers using a standardized strategy offer consumers what they want in each country.
- B) Companies employing a standardized marketing strategy enjoy greater economies of scale.
- C) Standardization helps keep costs down.
- D) Companies using a standardized strategy enjoy a well-coordinated and uniform image.

Answer: <https://biology-forums.com/index.php?topic=416106>

Question 1870

_____ are more open to change than _____.

- A) Secondary beliefs and values; core beliefs
- B) Consumer perceptions; secondary beliefs
- C) Core beliefs; consumer perceptions
- D) Core beliefs; secondary beliefs and values

Answer: <https://biology-forums.com/index.php?topic=415330>

Question 1871

_____ is the largest trading partner of the United States.

- A) U.K.
- B) Japan
- C) Canada
- D) Mexico

Answer: <https://biology-forums.com/index.php?topic=416044>

Question 1872

All of the following forces make up Volkswagen's macroenvironment, except which one?

- A) Built into the dashboard of the Volkswagen is a high-tech multi-speaker system, with airbags and power outlets for cell phones.
- B) Volkswagen has excellent relationships with its supplier network.
- C) The Beetle blossomed during the 1960s, as young boomers were buying their first cars.
- D) Today Volkswagen appeals to the youth market as well as older boomers.

Answer: <https://biology-forums.com/index.php?topic=415285>

Question 1873

The Internet is changing the rules of pricing for both buyers and sellers. The Web is taking us back into a new age of fixed pricing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=415736>

Question 1874

While an exchange is the core concept of marketing, a _____ is marketing's unit of measurement:

- A) database
- B) dollar
- C) relationship
- D) transaction

Answer: <https://biology-forums.com/index.php?topic=414583>

Question 1875

Linda Smith, 80 years old, is a resident of Long Island, New York where a large percentage of elderly Americans live. Linda is a member of an

important _____ group.

- A) social class group
- B) subculture
- C) reference
- D) cultural

Answer: <https://biology-forums.com/index.php?topic=416080>

Question 1876

The _____ of a Taco Bell customer exceeds \$12,000.

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

Answer: <https://biology-forums.com/index.php?topic=414595>

Question 1877

The Hispanic-American market, consisting of 35 million consumers, buys a lot of generic products.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=416144>

Question 1878

What is an idea management system? Explain.

Answer: <https://biology-forums.com/index.php?topic=415461>

Question 1879

All of the following phrases accurately reflect problems with the BCG matrix approach, except which one?

- A) They can be time consuming to implement.
- B) It is difficult to define SBUs and measure market share and growth.
- C) They are easy to implement.
- D) They can be costly.

Answer: <https://biology-forums.com/index.php?topic=414762>