

Question 1

Discuss the differences between click-only companies and click-and-mortar e-marketers.

Answer: <https://biology-forums.com/index.php?topic=415859>

Question 2

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 3

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 4

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 5

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 6

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 7

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 8

_____ 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 9

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 10

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 11

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 12

____ 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 13

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 14

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 15

____ 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 16

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 17

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 18

____ 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 19

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>