

Question 1

Nicknames, birthdates, and spouses' names are all examples of obvious _____.

- a. firewalls
- b. encryptions
- c. sniffers
- d. passwords
- e. blogs

Answer: <https://biology-forums.com/index.php?topic=724169>

Question 2

Buzz works best when companies put paid consumers in charge of creating their own messages.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=724998>

Question 3

Periodically, the Walt Disney Company recycles its oldest animated films such as Snow White back into the movie theaters to delight another generation of consumers. To what classification of the BCG growth-market share matrix would these old movies belong? Explain.

Answer: <https://biology-forums.com/index.php?topic=723819>

Question 4

There is a total of _____ different types of SBUs represented within the BCG growth-market share matrix.

- a. two
- b. three
- c. four
- d. five
- e. six

Answer: <https://biology-forums.com/index.php?topic=723711>

Question 5

'MIS' stands for Marketing Internet Systems

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=723934>

Question 6

A demand curve never appears on a graph as a straight line.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=724834>

Question 7

A consumer paying for their purchases at a retail store with a credit card illustrates which of the following marketing concepts?

- a. Exchange of Value
- b. Want
- c. Demand
- d. Need
- e. Drive

Answer: <https://biology-forums.com/index.php?topic=723544>

Question 8

A new-task buy _____.

- a. requires less time and effort than a modified rebuy
- b. cannot be used if the buyer uses single sourcing
- c. is characterized by uncertainty and high risk
- d. is similar to routine decision making in the consumer market
- e. begins with a SWOT analysis

Answer: <https://biology-forums.com/index.php?topic=724185>

Question 9

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=724405>

Question 10

By using _____, a company deliberately sets a low price with the intention of driving its competition out of business.

- a. price-fixing
- b. price lining
- c. contrast pricing
- d. predatory pricing
- e. loss leader pricing

Answer: <https://biology-forums.com/index.php?topic=724806>

Question 11

For which of the following operations would telemarketing efforts likely be the most successful and the most profitable?

- a. selling magazine subscriptions to consumers
- b. selling double-pane windows to home owners
- c. selling plastic bottles to a bottling company
- d. asking people for charitable donations
- e. selling vacation packages to people who earn \$50,000 or more annually

Answer: <https://biology-forums.com/index.php?topic=725128>

Question 12

_____ is the marketing of goods and services that businesses and other organizations buy for purposes other than personal consumption.

- a. Business-to-business marketing
- b. Just in time (JIT) marketing
- c. Single sourcing
- d. Retailing
- e. Outsourcing

Answer: <https://biology-forums.com/index.php?topic=724131>

Question 13

A _____ is a set of related products a retailer offers.

- a. merchandise mix
- b. merchandise assortment
- c. merchandise breadth
- d. product depth
- e. product line

Answer: <https://biology-forums.com/index.php?topic=725245>

Question 14

Consumer behavior is best described as a(n) _____ process.

- a. impersonal
- b. subliminal
- c. ongoing
- d. affective
- e. cognitive

Answer: <https://biology-forums.com/index.php?topic=723982>

Question 15

Compare and contrast a conventional marketing system with a vertical marketing system (VMS).

Answer: <https://biology-forums.com/index.php?topic=725314>

Question 16

The distribution strategy is the place component of the marketing mix.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=723798>

Question 17

Generally, products are either _____ or _____.

- a. consumer products; business-to-business products
- b. consumer products; nondurable products
- c. industrial products; business-to-business products
- d. industrial products; services
- e. shopping products; convenience products

Answer: <https://biology-forums.com/index.php?topic=724438>

Question 18

After segmentation, the customer group selected by a firm is referred to as the target market.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=724389>

Question 19

Explain how and why a marketer might use crowdsourcing.

Answer: <https://biology-forums.com/index.php?topic=725169>

Question 20

Data such as which of a company's customers buy which products, which items the company has in stock, and when the company ships items to its customer are all examples of _____.

- a. marketing intelligence
- b. acquired data points
- c. external primary data
- d. marketing research
- e. internal company data

Answer: <https://biology-forums.com/index.php?topic=723834>