

### Question 1

Compare and contrast strategic planning and operational planning.

Answer: <https://biology-forums.com/index.php?topic=723808>

### Question 2

The first step in the business buying decision process is \_\_\_\_\_.

- a. recognize the problem
- b. current vendor analysis
- c. search for information
- d. select the supplier
- e. evaluate the alternatives

Answer: <https://biology-forums.com/index.php?topic=724194>

### Question 3

Which of the following is NOT one of the four main applications of data mining for marketers?

- a. customer retention
- b. customer acquisition
- c. customer abandonment
- d. competitive intelligence
- e. market basket analysis

Answer: <https://biology-forums.com/index.php?topic=723854>

### Question 4

Leah enjoys designing her own cards at kiosks at Hallmark card shops. Through the use of a computer program, she can select pictures that best communicate her message, and then she can type in her own message. Once her card is printed, she pays for it just as if she purchased it off the rack. In this case, Leah is reacting positively to which situational influence?

- a. the physical environment
- b. microculture
- c. reference groups
- d. consumerism
- e. time poverty

Answer: <https://biology-forums.com/index.php?topic=724073>

### Question 5

A newspaper article discussed a lawsuit in which independent video stores accused Blockbuster of engaging in an illegal conspiracy to drive them out of business. What promotion element would Blockbuster most likely use to improve its corporate image, which has been tarnished by these accusations?

- a. sales promotion
- b. personal selling
- c. public relations
- d. direct marketing
- e. stealth marketing

Answer: <https://biology-forums.com/index.php?topic=724972>

### Question 6

The CEO, president, and top executive officers are responsible for \_\_\_\_\_ in the strategic plan.

- a. operational planning
- b. developing the details of the pricing strategy
- c. designing ad campaigns
- d. defining the firm's purpose
- e. employee benefits

Answer: <https://biology-forums.com/index.php?topic=723687>

### Question 7

Which of the following types of retailers have been more successful in Europe than in Canada?

- a. convenience stores
- b. supermarkets
- c. specialty stores
- d. warehouse clubs

e. hypermarkets

Answer: <https://biology-forums.com/index.php?topic=725252>

### Question 8

\_\_\_\_\_ have unique characteristics that are important to buyers at almost any price.

- a. Specialty products
- b. Staples
- c. Impulse products
- d. MRO products
- e. Unsought products

Answer: <https://biology-forums.com/index.php?topic=724452>

### Question 9

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

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

### Question 10

Through word-of-mouth communication, consumers look to each other for product information and recommendations.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=724984>

### Question 11

Social factors exert a broad and deep influence on consumer behavior. The marketer needs to understand the role played by the buyer's culture, subculture, and social class. Compare the roles of culture, subculture, and social class.

Answer: <https://biology-forums.com/index.php?topic=724114>

### Question 12

Through the use of \_\_\_\_\_, a company is able to know exactly where a product is located within the distribution channel.

- a. ERP
- b. RFID
- c. PRM
- d. VMS
- e. JIT

Answer: <https://biology-forums.com/index.php?topic=725236>

### Question 13

Coca Cola and Pepsi offering traditional lemonade – Nimbu Pani, in India is an example of backward invention

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=723802>

### Question 14

Product planners for JetBlue Airways decided to include in-seat video games and television during flights that attracts more customers for flying JetBlue. This is an example of a \_\_\_\_\_ for JetBlue.

- a. target market selection strategy
- b. pricing strategy
- c. control process
- d. product strategy
- e. marketing metric

Answer: <https://biology-forums.com/index.php?topic=723735>

### Question 15

Which of the following is typically true during the decline stage of the product life cycle?

- a. Advertising expenses increase.
- b. Sales promotion efforts are increased.
- c. Public relations efforts are the promotional focus.
- d. Personal selling costs are increased.
- e. Spending on all elements of the promotion mix is reduced.

Answer: <https://biology-forums.com/index.php?topic=724952>

### Question 16

A \_\_\_\_\_ is a good, service, idea, place, or person--whatever is offered for sale in the exchange.

- a. product
- b. place
- c. utility
- d. benefit
- e. demand

Answer: <https://biology-forums.com/index.php?topic=723600>

### Question 17

Which of the following is NOT a function of a point-of-sale (POS) system?

- a. collecting sales data
- b. connecting directly into a store's inventory-control system
- c. evaluating bids from potential suppliers
- d. collecting data on returns and transfers to other stores
- e. automatically sending orders to suppliers

Answer: <https://biology-forums.com/index.php?topic=725242>

### Question 18

Representativeness is a problem when the researchers cannot be sure the consumer population they are studying even understands the questions.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=723949>

### Question 19

The physical environment of a store can strongly influence customer behaviors.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=724094>

### Question 20

The long tail approach to segmentation indicates that companies can make money selling small amounts of items that only a few people want as long as they sell enough different items.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=724388>