

Question 1

Hood Industrials received \$800 in sales revenue by an average retained customer. To attain that \$800, the company incurred \$400 in variable costs and \$60 in direct marketing expenses for each retained customer. Each lost customer generated \$200 in sales revenue while costing the company \$150 in variable costs and \$100 in direct marketing costs. Each new customer generated \$400 in sales revenue, but Hood had to incur \$300 in variable costs and \$300 in direct marketing expenses for each new customer attained. If there are 150,000 retained customers, 50,000 lost customers, and 50,000 new customers, which type of customer generates the lowest net marketing contribution?

- a. new
- b. retained
- c. lost
- d. dissatisfied
- e. The net marketing contribution is the same for all types of customers.

Answer: <https://biology-forums.com/index.php?topic=544479>

Question 2

Which of the following is NOT a market-based approach to pricing?

- a. skim pricing
- b. floor pricing
- c. value-in-use pricing
- d. segment pricing
- e. strategic-account pricing

Answer: <https://biology-forums.com/index.php?topic=544866>

Question 3

Which marketing channel allows a manufacturer the opportunity to have the highest control over service quality?

- a. indirect
- b. direct
- c. intermediate
- d. mixed
- e. value-added

Answer: <https://biology-forums.com/index.php?topic=544931>

Question 4

Followers with above-average profits tend to invest more aggressively in marketing as a percentage of sales as well as on a relative basis when compared with competitors than do followers with below-average profits.

True or False?

Answer: <https://biology-forums.com/index.php?topic=545149>

Question 5

Consumers can purchase inkjet printers for as little as \$30. However, the price of replacement ink cartridges can be as much or more than the purchase price of the printer. This is part of the _____ of using an inkjet printer.

- a. price paid
- b. acquisition costs
- c. usage costs
- d. maintenance costs
- e. ownership costs

Answer: <https://biology-forums.com/index.php?topic=544648>

Question 6

Although a market-based business will use several external metrics to track market performance, an essential performance metric is _____.

- a. profits
- b. sales
- c. market share
- d. customer satisfaction
- e. customer lifetime value

Answer: <https://biology-forums.com/index.php?topic=544467>

Question 7

What are the three classes of marketing performance metrics?

- a. cost metrics, productivity metrics and profitability metrics

- b. cost metrics, market performance metrics and customer performance metrics
- c. market performance metrics, competitive performance metrics and customer performance metrics
- d. internal metrics, external metrics and in-process metrics
- e. end-result metrics, internal metrics and cost metrics

Answer: <https://biology-forums.com/index.php?topic=544520>

Question 8

The ownership of a market plan can be enhanced with detailed action plans, adequate resource allocation and persistence.

True or False?

Answer: <https://biology-forums.com/index.php?topic=545226>

Question 9

Which of the following does NOT affect customer lifetime value?

- a. rate of customer retention
- b. average customer life expectancy
- c. net operating expenses
- d. discount rate
- e. customer cash flow

Answer: <https://biology-forums.com/index.php?topic=544489>

Question 10

Which of the following is the strategic objective of the Protect Position defensive core strategy?

- a. maintain sales
- b. maximize profits
- c. cash flow
- d. grow share
- e. increase sales

Answer: <https://biology-forums.com/index.php?topic=545163>

Question 11

The first step in "How to Underwhelm Customers and Shareholders" is to _____.

- a. have low levels of customer satisfaction
- b. have little or no customer loyalty
- c. have little or no customer focus
- d. have high cost of marketing
- e. use accounting maneuvers to drive financial results

Answer: <https://biology-forums.com/index.php?topic=544464>

Question 12

Which of the following is considered an external performance benchmark?

- a. sales revenues
- b. net profits
- c. return on sales
- d. relative product quality
- e. assets as a percentage of sales

Answer: <https://biology-forums.com/index.php?topic=544519>

Question 13

Changes in this type of market metric, positive or negative, precede actual changes in customer behavior.

- a. financial metrics
- b. internal metrics
- c. external metrics
- d. result metrics
- e. process metrics

Answer: <https://biology-forums.com/index.php?topic=545239>

Question 14

Which of the following is a financial performance metric?

- a. market growth rate
- b. market share

- c. sales per employee
- d. customer retention
- e. market demand to potential

Answer: <https://biology-forums.com/index.php?topic=544525>

Question 15

The net price a business (i.e., manufacturer) can derive from the use of indirect marketing channels is much higher than with other channel types. True or False?

Answer: <https://biology-forums.com/index.php?topic=544916>

Question 16

_____ strategies intend to create awareness of a product and its benefits.

- a. Promotion
- b. Product
- c. Price
- d. Place
- e. Service

Answer: <https://biology-forums.com/index.php?topic=544614>

Question 17

Which of the following is a key process metric that provides leading signals as to the success of the marketing plan and implementation?

- a. customer awareness
- b. business responsiveness to customer inquiries and problems
- c. intermediary market coverage
- d. customer intentions to buy
- e. all of the above

Answer: <https://biology-forums.com/index.php?topic=545276>

Question 18

Net marketing contribution allows a business to measure the profit impact of a marketing strategy and provides insight into the relative marketing efficiencies of various net marketing contributions.

True or False?

Answer: <https://biology-forums.com/index.php?topic=544517>

Question 19

The strategy of selectively investing in one-on-one relationships to build customer loyalty is recommended for which type of customer?

- a. high potentials
- b. nonprofits
- c. underachievers
- d. core customers
- e. spinners

Answer: <https://biology-forums.com/index.php?topic=544497>

Question 20

Within the dimensions of product quality, which of the following is a "quality driver"?

- a. conformance
- b. durability
- c. serviceability
- d. reputation
- e. reliability

Answer: <https://biology-forums.com/index.php?topic=544815>