

Question 1

One approach to message reinforcement that maintains awareness, reduces copy wear-out and is cost efficient is ____.

- a. average frequency
- b. gross rating points
- c. pulsing
- d. flighting
- e. continuity

Answer: <https://biology-forums.com/index.php?topic=545002>

Question 2

____ are the only enduring asset a business has.

- a. Customers
- b. Buildings
- c. Capital
- d. Technology
- e. Personnel

Answer: <https://biology-forums.com/index.php?topic=545312>

Question 3

If it is true that a company's relative service quality declined over a five-year period, but their actual service quality did not change, then which of the following best accounts for the relative service quality decline?

- a. The company mismeasured its actual quality level.
- b. The company mismeasured its relative quality level.
- c. Competing offerings damaged the company's reputation for product quality.
- d. The competition moved ahead in delivering a higher level of service quality.
- e. There is no way for relative quality to fall while actual quality remains the same.

Answer: <https://biology-forums.com/index.php?topic=544523>

Question 4

Brands such as Lexus, Perrier and Nordstrom are examples of which type of customer benefit?

- a. product
- b. image
- c. service
- d. rotational
- e. company

Answer: <https://biology-forums.com/index.php?topic=544663>

Question 5

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 6

Once a business has conducted a careful assessment of current business performance, market attractiveness and competitive position for each product-market a business wishes to consider over a 3- to 5-year strategic market planning horizon, the business can perform a ____ analysis to better understand the current position of each product-market and its performance.

- a. portfolio
- b. matrix
- c. profitability
- d. strategic
- e. offensive/defensive

Answer: <https://biology-forums.com/index.php?topic=545046>

Question 7

There is often a lag between customer dissatisfaction (a market metric) and sales decline (a financial metric).

True or False?

Answer: <https://biology-forums.com/index.php?topic=545217>

Question 8

Marketing channels determine customer reach, which primarily impacts which important area of performance?

- a. customer value
- b. sales revenue
- c. profitability
- d. employee retention
- e. channel relationships

Answer: <https://biology-forums.com/index.php?topic=544919>

Question 9

A study of gas station customers revealed that there are five kinds of gas buyers, each a little different and each differently profitable. If BP - Circle K gas and convenience stores focused their attention on the most profitable three segments, this would be an example of a(n) _____.

- a. mass market segment strategy
- b. niche segment strategy
- c. adjacent segment strategy
- d. multi-segment strategy
- e. sub-segment strategy

Answer: <https://biology-forums.com/index.php?topic=544713>

Question 10

Which of the following is NOT considered when determining an overall measure of perceived customer benefits?

- a. product benefits
- b. service benefits
- c. company or brand benefits
- d. relative price
- e. All of the above are considered when determining an overall measure of perceived customer benefits.

Answer: <https://biology-forums.com/index.php?topic=544661>

Question 11

Dell Computer has a 10 percent of a \$250 billion market. Dell is the low-cost leader and realizes a 20% margin on sales, and marketing, sales and administrative expenses equaling 10% of sales. What are Dell's sales revenues?

- a. \$250 billion
- b. \$25 billion
- c. \$5 billion
- d. \$2.5 billion
- e. \$500 million

Answer: <https://biology-forums.com/index.php?topic=545067>

Question 12

All of the following are non-price life cycle costs of a product EXCEPT _____.

- a. acquisition costs
- b. holding costs
- c. repair costs
- d. financing costs
- e. retail costs

Answer: <https://biology-forums.com/index.php?topic=544860>

Question 13

Number of competitors, ease of entry and the number of substitutes are all measures of the _____ assessment of a segment's attractiveness.

- a. competitive intensity
- b. market access
- c. market growth
- d. profitability
- e. feasibility

Answer: <https://biology-forums.com/index.php?topic=544703>

Question 14

Which of the following is NOT a component of customer loyalty?

- a. customer satisfaction
- b. customer retention
- c. customer recommendation
- d. customer lifetime value
- e. All of the above are components of customer loyalty.

Answer: <https://biology-forums.com/index.php?topic=544492>

Question 15

Benchmark mapping is a technique used to capture customer perceptions of competing products or services.

True or False?

Answer: <https://biology-forums.com/index.php?topic=544743>

Question 16

Which of the following is NOT a core offensive strategy?

- a. Protect Position
- b. Invest to Grow Sales
- c. Invest to Improve Competitive Position
- d. Invest to Enter New Markets
- e. All of the above are core offensive strategies.

Answer: <https://biology-forums.com/index.php?topic=545108>

Question 17

The first decision a business must make when determining marketing channel strategy is to decide whether to use a direct, indirect, or alternative channel system.

True or False?

Answer: <https://biology-forums.com/index.php?topic=544908>

Question 18

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 19

Which of the following is part of the Ease of Switching Index?

- a. supply conditions
- b. substitutes
- c. demand conditions
- d. product differentiation
- e. cross elasticity

Answer: <https://biology-forums.com/index.php?topic=544899>

Question 20

Which of the following does diversification across product-markets accomplish to add to the overall performance of a business?

- a. reduces dependence on any single product-market
- b. can smooth performance with offsetting conditions created by the competitive conditions and product life cycles in different product markets
- c. it eliminates all risk to the firm
- d. A and B above
- e. A, B and C above

Answer: <https://biology-forums.com/index.php?topic=545042>