

Question 1

Items priced at or below costs in order to attract customers are known as _____.

- A) cross-sellers
- B) loss-leaders
- C) barnacles
- D) market wreckers

Answer: <https://biology-forums.com/index.php?topic=720773>

Question 2

Information collected from government publications is an example of secondary data.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=720867>

Question 3

Which of the following is NOT an element of a comprehensive competitor analysis?

- A) buy centers
- B) strategies
- C) weaknesses
- D) marketing tactics

Answer: <https://biology-forums.com/index.php?topic=720537>

Question 4

Which of the following would most likely provide information about the relationships between a firm's activities, strategies, and results?

- A) SWOT analysis
- B) BCG matrix
- C) MEP chart
- D) PIMS data

Answer: <https://biology-forums.com/index.php?topic=720645>

Question 5

Which growth strategy is most likely being used by a firm selling new products to existing markets?

- A) product development
- B) market development
- C) market penetration
- D) diversification

Answer: <https://biology-forums.com/index.php?topic=720261>

Question 6

Economies of scope is a common reason for firms that pursue diversification strategies.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=720640>

Question 7

A value frontier is based on customer perceptions of price and performance relative to other offerings in the marketplace.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=720270>

Question 8

Explain the purpose of a value map, providing details about how the map should be interpreted.

Answer: <https://biology-forums.com/index.php?topic=720273>

Question 9

What is a transnational strategy? Why has this market entry strategy become increasingly popular? What are the advantages and disadvantages of a transnational strategy?

Answer: <https://biology-forums.com/index.php?topic=720755>

Question 10

According to the text, firms that integrate social and environmental goals into their business strategy experience _____.

- A) shareholder lawsuits
- B) enhanced profits
- C) reduced taxes
- D) close government scrutiny

Answer: <https://biology-forums.com/index.php?topic=720318>

Question 11

Clear marketing objectives primarily help a firm to _____.

- A) achieve decision-making consistency
- B) assess a competitor's strengths
- C) motivate global sales representatives
- D) monitor business-to-business accounts

Answer: <https://biology-forums.com/index.php?topic=720331>

Question 12

The speed at which a truly new product spreads through a market is known as the _____.

- A) continuity of innovations
- B) diffusion of innovations
- C) branding process
- D) adoption process

Answer: <https://biology-forums.com/index.php?topic=720902>

Question 13

A strategy of product development requires more resources than a strategy of market penetration.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=720738>

Question 14

Which of the following is a finding that emerged from the Kano model?

- A) Excitement factors remain stable throughout the product life cycle.
- B) Performance factors are connected to the explicit needs and desires of customers.
- C) An increase in the quality of basic factors increases customer satisfaction.
- D) Performance factors are rarely specified by customers.

Answer: <https://biology-forums.com/index.php?topic=720887>

Question 15

A company implementing a diversification strategy through forward integration would most likely acquire a supplier.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=720739>

Question 16

Which of the following would most likely be used by a marketer gathering customer insights about unmet and unrecognized customer needs?

- A) loyalty surveys
- B) data mining
- C) in-depth interviews
- D) trendspotting

Answer: <https://biology-forums.com/index.php?topic=720290>

Question 17

Which of the following is a source of differentiation?

- A) economies of scale
- B) aesthetics
- C) standard design
- D) low-cost inputs

Answer: <https://biology-forums.com/index.php?topic=720703>

Question 18

Which type of strategy is used by IKEA?

- A) hybrid
- B) customer focus
- C) cost leadership
- D) differentiation

Answer: <https://biology-forums.com/index.php?topic=720706>

Question 19

A firm's mission and vision statement should communication all of the following EXCEPT the firm's _____.

- A) core values
- B) inspiring goals
- C) achievements
- D) core purpose

Answer: <https://biology-forums.com/index.php?topic=720552>

Question 20

A comprehensive marketing strategy should include a broad definition of the target market as well as a flexible time schedule for meeting various objectives.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=720695>