

Question 1

The task facing the marketing manager is to identify variables that describe customers in terms of their inherent characteristics, called descriptors, and to link those variables to customer behavior toward the product or service.

[br]Is this true or false?[br]A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=349469>

Question 2

Because of the need for more detailed communications, industrial marketers are heavy users of:

A) television.

B) print media.

C) radio.

D) banners.

Answer: <https://biology-forums.com/index.php?topic=349503>

Question 3

A _____ strategy targets customers who have not yet purchased the product or service.

A) market modification

B) market development

C) market formation

D) market penetration

Answer: <https://biology-forums.com/index.php?topic=349202>

Question 4

Which of the following best describes a group of present and potential customers assigned to a salesperson?

A) a sales territory

B) a market segment

C) a focus group

D) a market layout

Answer: <https://biology-forums.com/index.php?topic=350372>

Question 5

Which of the following stages of the family life cycle best describes older married couples whose children do not live with them, and the head(s) have retired?

A) Empty nest I

B) Full nest I

C) Full nest II

D) Empty nest II

Answer: <https://biology-forums.com/index.php?topic=349456>

Question 6

List and briefly describe the three major types of attributes used to describe products and services.

Answer: <https://biology-forums.com/index.php?topic=350707>

Question 7

In the executive opinion method of forecasting, the marketing manager might simply rely on his or her own opinion to predict sales.

[br]Is this true or false?[br]A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=349385>

Question 8

Transaction information stored in accounting records is a good secondary source of research information.

[br]Is this true or false?[br]A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=349368>

Question 9

If we plot the traditional trade-off between richness and reach with reach plotted on the X-axis and richness on the Y-axis, identify the channel of

communication that would be at the upper left of the line.

- A) radio
- B) TV
- C) personal selling
- D) magazine

Answer: <https://biology-forums.com/index.php?topic=350046>

Question 10

Discuss efficient consumer response (ECR) and the continuous replenishment program (CRP).

Answer: <https://biology-forums.com/index.php?topic=350341>

Question 11

Pull promotion activities give the intermediaries incentives to carry and sell the product.

[br]Is this true or false?[br]A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=350206>

Question 12

For companies marketing business-to-business products and services, the largest part of the marketing budget is usually allocated to:

- A) television advertising.
- B) telemarketing.
- C) catalogue marketing.
- D) personal selling.

Answer: <https://biology-forums.com/index.php?topic=350063>

Question 13

After the customer receives the proposals, the _____ deliberate(s) over the alternatives and make(s) a choice.

- A) user
- B) initiators
- C) CEO
- D) buying center

Answer: <https://biology-forums.com/index.php?topic=349557>

Question 14

Panel conditioning refers to a problem that the panel members may not remain on the panel throughout the required time period.

[br]Is this true or false?[br]A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=349378>

Question 15

The most basic concept test is a _____ test that describes several concepts briefly and asks subjects for an overall evaluation.

- A) concept generation
- B) concept development
- C) concept evaluation
- D) screening

Answer: <https://biology-forums.com/index.php?topic=349879>

Question 16

A supply-based approach classifies competitors based on customer attitudes and behaviors.

[br]Is this true or false?[br]A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=349670>

Question 17

In the introductory phase, the growth rate and the size of the market are high.

[br]Is this true or false?[br]A) True

B) False

Answer: <https://biology-forums.com/index.php?topic=349282>

Question 18

Which of the following statements is true about the chasm in the chasm model?

- A) It is the first small crack that appears in the chasm model.
- B) It represents the problem of getting laggards to buy a product.
- C) It appears between pragmatists and conservatives.
- D) Pursuing a thematic niche is one of the approaches that can be used to cross the chasm.

Answer: <https://biology-forums.com/index.php?topic=349528>

Question 19

In a _____, the purchasing organization realizes that the problem cannot be solved without buying something new.

- A) new-task situation
- B) modified rebuy situation
- C) straight rebuy situation
- D) repetition purchase

Answer: <https://biology-forums.com/index.php?topic=349533>

Question 20

Which of the following statements is true about variable costs?

- A) These costs must be recovered by the price.
- B) These costs are independent of sales volume.
- C) The corporate jet expenditure is an example of a variable cost.
- D) The marketing manager's salary is an example of a variable cost.

Answer: <https://biology-forums.com/index.php?topic=349971>