

Question 1

Explain the principle of congruity as it pertains to message sources. And what happens when a person holds one attitude toward the source and the opposite toward the message.

Answer: <https://biology-forums.com/index.php?topic=1909156>

Question 2

An objective of a direct-mail campaign is to solicit an order from the prospects. Your firm's latest direct-mail offer was mailed to 100,000 targeted consumers. To date, you have received 2,000 orders for your offer. Based upon what the industry's historical order-response rate, has this campaign been successful?

- No, the 2% rate is below acceptable standards for a mailing.
- Yes, a 2% rate is considered good.
- No, the 2,000 orders does not cover the marginal costs of the mailing.
- No, the level is below acceptable levels.
- Cannot tell without more information.

Answer: <https://biology-forums.com/index.php?topic=1909322>

Question 3

Question 1. Services differ as to whether they meet a personal need or a _____.

- functional need
- quality need
- production need
- business need
- customer need

Question 2. Services high in _____ qualities are those services that have characteristics the buyer normally finds hard to evaluate even after consumption.

- personal attention
- credence
- equipment
- experience
- search

Answer: <https://biology-forums.com/index.php?topic=1908838>

Question 4

_____ is generated when one channel member's actions prevent another channel from achieving its goal.

- Channel advertisement
- Channel coordination
- Channel power
- Channel conflict
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908963>

Question 5

The _____ method of measuring event effectiveness identifies the effect sponsorship had on consumers' brand knowledge.

- incremental
- historical
- demand-side
- supply-side
- experimental

Answer: <https://biology-forums.com/index.php?topic=1909219>

Question 6

Product adaptation involves altering the product to meet local conditions or preferences.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909459>

Question 7

Generally speaking, buyers fall into four categories. Which of the following is NOT one of these categories?

- Variety-loving shoppers

- Habitual shoppers
- Low-involvement shoppers
- High-value deal seekers
- High-involvement shoppers

Answer: <https://biology-forums.com/index.php?topic=1908934>

Question 8

The financial analysis for your new product shows that for the first year you must sell 100,000 units at an average selling price of \$10.00 in order to cover the costs of introduction, marketing, and development. The financial process used to arrive at these numbers is called _____.

- financial analysis
- statistical analysis
- risk analysis
- covariant analysis
- breakeven analysis

Answer: <https://biology-forums.com/index.php?topic=1909400>

Question 9

Companies use financial measures to evaluate the merit of a new-product proposal. The simplest to use is called _____, in which management estimates how many units of the product the company would have to sell to break even with the given price and cost structure.

- risk analysis
- breakeven analysis
- ANOVA analysis
- regression analysis
- conjoint analysis

Answer: <https://biology-forums.com/index.php?topic=1909360>

Question 10

Your company has decided to use a distribution channel that consists of a wholesaler, a jobber, and a retailer to reach your final consumer or user of your product. How many channel levels are involved in the distribution of your product to the final user?

Answer: <https://biology-forums.com/index.php?topic=1909009>

Question 11

Because brand awareness and brand recall operate along the same brand recognition continuum, anything that causes the consumer to notice and pay attention to the brand will enhance brand recall.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909127>

Question 12

Inventory-carrying costs represent substantial dollars for manufacturers. These inventory-carrying costs include storage charges, cost of capital, taxes and insurance, and depreciation and obsolescence. Carrying costs might run as high as _____ of the value of the inventory.

- 25%
- 70%
- 40%
- 30%
- 50%

Answer: <https://biology-forums.com/index.php?topic=1909056>

Question 13

Dramatic changes in the way consumers interact with media have eroded the effectiveness of the mass media. What two forces are to blame for the reduced effectiveness of mass media?

Answer: <https://biology-forums.com/index.php?topic=1909162>

Question 14

Question 1. The selling concept is based on the development, design, and implementation of marketing programs, processes, and activities that recognizes their breadth and interdependencies.

- true
- false

Question 2. Relationship marketing aims to build mutually satisfying long-term relationships with key parties.

- true

- false

Answer: <https://biology-forums.com/index.php?topic=1908465>

Question 15

Nonprofit organizations have the same pricing objectives as private enterprise.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908900>

Question 16

Question 1. Consumers are always willing and eager to accept an "improved" product.

- true
- false

Question 2. One of the chief advantages of using the product life cycle as a forecasting procedure is that product life-cycle patterns have proven to be stable in shape and duration.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908774>

Question 17

Question 1. Consumers might not consider a travel agency truly a travel agency unless it is able to make air and hotel reservations, provide advice about leisure packages, and offer various ticket payment and delivery options. These service elements are considered _____.

- category points-of-parity
- category points-of-difference
- competitive points-of-parity
- conceptual points-of-parity
- competitive points-of-difference

Question 2. As a marketing manager, which of the following would be the best purpose for your organization's competitive points-of-parity?

- To point out competitive points-of-difference
- To globalize competitive points-of-difference
- To rationalize competitive points-of-difference
- To emphasize competitive points-of-difference
- To negate competitive points-of-difference

Answer: <https://biology-forums.com/index.php?topic=1908780>

Question 18

Your product competes in a mature market and your company is the market leader in the category. The advertising objective for your product should be _____.

- to stimulate and demonstrate the product's superiority
- to stimulate brand recognition
- to stimulate more usage
- to stimulate and persuade consumers to use your product
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909243>

Question 19

Question 1. There are three consumer desirability criteria for PODs (points-of-difference): price, value, and respectability.

- true
- false

Question 2. A firm must be sufficiently committed and willing to devote enough resources to create an enduring positioning for its points-of-difference to be considered deliverable.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908763>

Question 20

The easiest measure of MPR effectiveness is the number of _____ carried by the media.

- customers
- articles
- exposures

- stories
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909224>

Question 21

Question 1. A good pricing strategy to use in the introduction stage of the product life cycle is to charge cost-plus.

- true
- false

Question 2. A good advertising strategy to use in the maturity stage of the product life cycle would be to stress brand differences and benefits.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908775>

Question 22

The amount of time shoppers spend in a store is perhaps the single most important factor in determining how much they will buy.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909074>

Question 23

Customers' shopping habits can vary by countries, and retailers that have largely stuck to the same selling formula regardless of geography have sometimes encountered trouble in entering new markets.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908977>

Question 24

The four types of marketing controls are annual plan, profitability, efficiency, and strategic.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909521>

Question 25

Question 1. Sodexo, a leading food and facilities management services company in North America, deals primarily in which areas of serving?

- Schools, restaurants, and hospitals
- Quick service restaurants only
- Independently owned commercial operations
- Airport terminal kiosks

Question 2. A business that operates as a non-profit is known as a _____ foodservice operation.

Answer: <https://biology-forums.com/index.php?topic=1908685>

Question 26

Question 1. Harley-Davidson sells more than motorcycles and accessories. Its dealerships also sell branded clothing and licensed goods. This expansion of dealership sales offerings is an attempt to increase the value of the customer base by _____.

- enhancing the growth potential of each customer through cross-selling
- making low-profit customers more profitable
- increasing the longevity of the customer relationship
- terminating low-profit customers
- reducing the rate of customer defection

Question 2. Although actual costs vary from business to business depending on the complexity of the sales process, the most expensive customer acquisition method based on cost per solicitation is _____.

- e-mail
- banner advertisements
- telemarketing
- personal selling
- direct mail

Answer: <https://biology-forums.com/index.php?topic=1908586>

Question 27

Question 1. According to Theodore Levitt, who drew contrasts between the selling and marketing concepts, _____ is preoccupied with the need to

convert products into cash.

- marketing
- direct marketing
- selling
- service marketing
- holistic marketing

Question 2. Companies that practice both a reactive and proactive marketing orientation are implementing a _____ and are likely to be the most successful.

- total market orientation
- competitive, customer focus
- customer focus
- external focus
- confrontation process

Answer: <https://biology-forums.com/index.php?topic=1908453>

Question 28

Question 1. People vary in their attitudes toward their society. _____ usually live more frugally, drive smaller cars, and wear simpler clothing.

- Escapers
- Seekers
- Makers
- Developers
- Changers

Question 2. People vary in their attitudes toward society and react accordingly. _____ are a major market for movies, music, surfing, and camping.

- Developers
- Changers
- Escapers
- Preservers
- Makers

Answer: <https://biology-forums.com/index.php?topic=1908522>

Question 29

Call centers that receive calls from customers are called _____.

- telesales
- telecoverage
- teleprospecting
- outbound telemarketing
- inbound telemarketing

Answer: <https://biology-forums.com/index.php?topic=1909293>

Question 30

Question 1. Of key interest to marketers are the major informational sources to which the consumer will turn and the relative importance of each. Which of the following would be considered to be an experiential information source?

- Using the product itself
- Consumer-rating organizations
- The mass media
- Web sites
- Acquaintances

Question 2. Brands that meet consumers' initial buying criteria are called the _____.

- total set
- choice set
- awareness set
- decision set
- consideration set

Answer: <https://biology-forums.com/index.php?topic=1908616>

Question 31

Overall market share can be broken down into four components. List and define these components.

Answer: <https://biology-forums.com/index.php?topic=1909525>

Question 32

Marketing communications can contribute to brand equity by establishing the brand in memory and _____.

- communicating quality
- creating a brand image
- creating demand
- creating interest
- introducing new products to the market

Answer: <https://biology-forums.com/index.php?topic=1909090>

Question 33

Though we can profile the target audience in terms of any number of market segments, it's often useful to do so in terms of usage and loyalty.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909132>

Question 34

In setting up your distribution channel, you note that you must account for the physical transfer of the product from your location to the consumer and must receive payment for the goods sold. These are part of the channel functions. All channel functions must be performed and have three things in common. List the three things that all functions have in common.

Answer: <https://biology-forums.com/index.php?topic=1909008>

Question 35

Question 1. Luxury ships delineate themselves from mass market ships by having a crew-to-passenger ratio of:

- 1 crew member to every 3.5 guests
- 1 crew member to every 1.5 guests
- 1 crew member to every 10 guests
- 1 crew member to every 5 guests

Question 2. The position on a cruise ship responsible for administration, cruise staff, entertainment, food and beverage, and housekeeping is the:

- hotel manager
- cruise director
- captain
- purser

Answer: <https://biology-forums.com/index.php?topic=1908675>

Question 36

Question 1. Product value analysis (PVA) attempts to reduce costs by studying components to see if they can be redesigned, standardized, or produced more cheaply.

- true
- false

Question 2. In barter markets, participants offer to trade goods or services.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908649>

Question 37

In a _____, companies can organize themselves to understand and deal with individual customers rather than with the mass market or even market segments.

- product-centered organization
- brand-asset organization
- customer-management organization
- market-centered organization
- brand-centered organization

Answer: <https://biology-forums.com/index.php?topic=1909488>

Question 38

_____ is the process that turns marketing plans into action assignments and ensures that such assignments are executed in a manner that accomplishes the plan's stated objectives.

- Brand management
- Marketing research
- Marketing management
- Marketing implementation
- Product management

Answer: <https://biology-forums.com/index.php?topic=1909499>

Question 39

One of the control issues of using a sales agency as a channel partner is that the sales agency is an independent firm seeking to _____.

- find new customers
- maximize profits
- lower its costs and profits
- increase sales
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908951>

Question 40

Question 1. With respect to assessing customer value, in conjoint analysis customers are asked to rank their preference for alternative market offerings or concepts.

- true
- false

Question 2. One of the forms of solution selling is to provide solutions to enhance customer revenues.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908651>

Question 41

Question 1. Services have four distinctive characteristics that greatly affect the design of marketing programs. List these characteristics and briefly explain each.

Question 2. The service outcome, and whether people will remain loyal to a service provider, is influenced by a host of variables. Identify the eight categories into which these factors fall.

Answer: <https://biology-forums.com/index.php?topic=1908847>

Question 42

An effective sales presentation contains six steps. List these steps in the order that they occur.

Answer: <https://biology-forums.com/index.php?topic=1909349>

Question 43

Retailers can position themselves as offering one of four service levels. Which of the following is NOT one of these levels?

- Direct service
- Limited service
- Full service
- Self-service
- Self-selection

Answer: <https://biology-forums.com/index.php?topic=1909027>

Question 44

Question 1. Most marketers satisfy everyone in a market—that's how they stay in business.

- true
- false

Question 2. The customer-value triad consists of a combination of quality, service, and price.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908460>

Question 45

Question 1. Walt Disney's Magic Kingdom represents _____ marketing: Customers visit a fairy kingdom, a pirate ship, or a haunted house.

- experiential
- celebrity
- event
- goods
- services

Question 2. Janet is very upset that she can't get tickets to the new Rolling Stones concert. "Why do they keep advertising the show if you can't get tickets?" wonders Janet. Which of the following demand states applies to Janet's situation?

- full demand

- unwholesome demand
- overfull demand
- nonexistent demand
- latent demand

Answer: <https://biology-forums.com/index.php?topic=1908478>

Question 46

_____ describes company efforts to inform buyers, communicate, promote, and sell its products and services over the Internet.

- E-purchasing
- E-business
- E-marketing
- E-commerce
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908972>

Question 47

Today, growth in the retail market is centered firmly in the middle market, leaving luxury retailers and discounting specialists struggling.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909068>

Question 48

Personal communications channels derive their effectiveness through _____ presentation and feedback.

- individualized
- persuasion
- effective
- group
- canned

Answer: <https://biology-forums.com/index.php?topic=1909119>

Question 49

Question 1. According to information presented in the text, pharmaceuticals have a cycle-recycle product life-cycle pattern because, as sales begin to decline, companies reinvigorate their promotions, which produces a second cycle of smaller magnitude and duration.

- true
- false

Question 2. With respect to product life cycles, a style can last for generations and go in and out of vogue.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908769>

Question 50

Question 1. A successful company nurtures its resources and competencies. A core competency has three characteristics. Describe those characteristics.

Question 2. Apex Corporation is one of the best in its industry in terms of costs and performance. Many companies will probably use Apex as a _____.

- future supplier
- competitor to beat
- benchmark
- target
- sounding board for ideas

Answer: <https://biology-forums.com/index.php?topic=1908505>

Question 51

Customers typically pose objections during the presentation or when asked for the order. _____ resistance includes resistance to interference or a reluctance to give up something.

- Normal
- Branding
- Psychological
- Logical
- Promoting

Answer: <https://biology-forums.com/index.php?topic=1909311>

Question 52

Question 1. Marketing plans are becoming more production oriented because of the high costs of doing business in today's economy.

- true
- false

Question 2. The marketing plan should open with a situation analysis.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908500>

Question 53

Your father-in-law still refuses to buy a DVD player. His rationale is that he still has a BetaMax VCR recorder in the basement that represents old technology. You inform him that videotape is an outdated technology and soon there will be no video tapes for rental or purchase. Based upon the factors influencing the adoption process, your father-in-law can be best described as a(n) _____.

- early adopters
- member of the late majority
- innovator
- member of the early majority
- laggard

Answer: <https://biology-forums.com/index.php?topic=1909407>

Question 54

Question 1. With respect to the core business processes, the _____ is considered to be all the activities involved in defining target markets and prospecting for new customers.

- customer prospecting process
- customer acquisition process
- fulfillment management process
- customer relationship management process
- customer equity process

Question 2. A good way to describe the _____ would be to discuss all the activities involved in building deeper understanding, relationships, and offerings to individual customers.

- customer acquisition process
- customer fulfillment management process
- customer relationship management process
- customer equity process
- customer prospecting process

Answer: <https://biology-forums.com/index.php?topic=1908484>

Question 55

As an example of business-to-business _____, Raleigh Bicycles reduced its personal selling costs by making sales calls to dealers via the telephone.

- inside marketing
- inbound telemarketing
- internal marketing
- paid-search marketing
- outbound telemarketing

Answer: <https://biology-forums.com/index.php?topic=1909326>

Question 56

Several forces are driving companies to practice corporate social responsibility. List and describe these forces.

Answer: <https://biology-forums.com/index.php?topic=1909528>

Question 57

Question 1. As a market follower, you have been labeled as a counterfeiter. Characterize your label.

Question 2. How can a firm with low share of the total market become highly profitable?

Answer: <https://biology-forums.com/index.php?topic=1908811>

Question 58

When retailers buy more cases than are needed in a region in which the manufacturer offered a deal and ship the surplus to their stores in nondeal

regions, is known as _____.

- trade buying
- purchasing intent
- de facto buying
- forward buying
- diverting

Answer: <https://biology-forums.com/index.php?topic=1909212>

Question 59

Companies today are less concerned with the efficiency of their marketing operations than they were in the past.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909520>

Question 60

Product and brand management systems are sometimes characterized as a hub-and-spoke system.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909505>

Question 61

What is the open innovation movement and how has it affected the way companies go about identifying new ideas?

Answer: <https://biology-forums.com/index.php?topic=1909415>

Question 62

Question 1. According to ideas found in the concept of market evolution, as market growth slows down, the market splits into finer segments and high market consolidation occurs.

- true
- false

Question 2. Market fragmentation is often followed by a market consolidation, caused by the emergence of a new attribute that has strong appeal.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908776>

Question 63

_____ can be defined as the ability to alter channel members' behavior so that they take actions they would not have taken otherwise.

- Channel concerns
- Superior products
- Channel relationships
- Marketing
- Channel power

Answer: <https://biology-forums.com/index.php?topic=1908954>

Question 64

A waterfall approach to entering foreign markets is described as entering countries gradually and sequentially.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909441>

Question 65

An independent retailer using a central buying organization and joint promotion efforts is known as a _____.

- merchandising conglomerate
- voluntary chain
- franchise organization
- corporate chain store
- retailer cooperative

Answer: <https://biology-forums.com/index.php?topic=1909029>

Question 66

Question 1. Customer-perceived value is the perceived monetary value of all the purchases a customer makes on an annual basis.

- true
- false

Question 2. Consumers tend to be value maximizers—they estimate which offer will deliver the most perceived value and act on it.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908595>

Question 67

Fine specialty retailers most likely fall into the _____ group with respect to margins and volume.

- high-markup, lower-volume
- mixed markup, high-volume
- low-volume, mixed markup
- high-volume, high-markup
- low-volume, low-markup

Answer: <https://biology-forums.com/index.php?topic=1909044>

Question 68

Question 1. The main demographic force that marketers monitor is _____.

- population
- government reports dealing with birth rates
- suppliers
- competitors
- communication (such as advertising)

Question 2. A significant fact about population growth and population shifts is that in 2005, _____.

- most age group segments were about equal
- the youth market exceeded that of the adult market
- baby boomers were eclipsed by Gen X young adults
- N Generation young adults surpassed the baby boomers as the largest age segment
- people over the age of 60 outnumbered those under five years of age

Answer: <https://biology-forums.com/index.php?topic=1908515>

Question 69

Television is the most powerful advertising medium. TV advertising can be a compelling means for dramatically portraying user and usage imagery, brand personality, and other brand _____.

- sights
- sounds
- intangibles
- tangibles
- components

Answer: <https://biology-forums.com/index.php?topic=1909189>

Question 70

A(n) _____ appeal elaborates on a non-product-related benefit or image when advertising a product or service.

- creative
- informational
- transformational
- involving
- destructive

Answer: <https://biology-forums.com/index.php?topic=1909112>

Question 71

The new-product development process starts with the search for ideas. New-product ideas can come from interacting with various groups and using creativity-generating techniques. Identify and define these techniques.

Answer: <https://biology-forums.com/index.php?topic=1909382>

Question 72

A marketing channel system is the particular set of _____ employed by a firm. Decisions about the marketing channel system are among the most critical facing a firm.

- marketing channels

- distribution/warehouse channels
- management channels
- finance channels
- advertising channels

Answer: <https://biology-forums.com/index.php?topic=1908930>

Question 73

Question 1. When choosing a location for an association meeting, all of the following are important considerations except:

- food and beverage
- availability of hotel facilities
- distance attendees must travel
- local language spoken

Question 2. An event that brings together sellers of products and services, where they can show their wares to a group of attendees, is known as a:

- trade show or exposition
- clinic
- symposium
- convention

Answer: <https://biology-forums.com/index.php?topic=1908697>

Question 74

In large companies, pricing is typically set by the boss.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908889>

Question 75

_____ is the importance of meeting humanity's needs without harming future generations.

- Sustainability
- Legal practice
- Social responsibility
- Greenwashing
- Ethical business

Answer: <https://biology-forums.com/index.php?topic=1909496>

Question 76

As the channel manager at a consumer products firm, you develop a channel incentive program in which channel members receive an extra 2% discount on all purchases when the channel members agree to pass half of this discount along to their customers in terms of a price decline. This is an example of what type of channel power?

Answer: <https://biology-forums.com/index.php?topic=1909015>

Question 77

Question 1. If a marketing manager observes that his or her market shows no natural segments and consumers seem to have roughly the same preferences, the marketing manager will most likely be faced with a _____ preferences pattern.

- heterogeneous
- diffused
- scattered
- homogeneous
- clustered

Question 2. Procter & Gamble has many soap brands. One reason for this is that soap users tend to group together in terms of preferences such as bleaching action, softness, stain removal, et cetera. Which of the following preferences pattern would most likely apply to P&G's method of response to market needs?

- Clustered preferences
- Psychological preferences
- Diffused preferences
- Homogeneous preferences
- Cultural preferences

Answer: <https://biology-forums.com/index.php?topic=1908702>

Question 78

Question 1. Competitive intelligence gathering is inherently illegal and unethical.

- true
 - false
- Question 2. One of the ways to find relevant online information on competitors' strengths and weaknesses might be to frequent distributor or sales agent feedback sites.
- true
 - false
- Answer: <https://biology-forums.com/index.php?topic=1908530>

Question 79

- Intermediaries include retailers, _____, and logistical organizations.
- competitors
 - Internet companies
 - wholesalers
 - box stores
 - none of the above
- Answer: <https://biology-forums.com/index.php?topic=1909024>

Question 80

- Question 1. In the proposal solicitation process, _____ should be marketing documents that describe value and benefits in customer terms.
- written proposals
 - global proposals
 - oral proposals
 - alliance proposals
 - e-proposals
- Question 2. As an alternative to reducing price, sellers may handle price-oriented buyers by establishing any of the following purchasing conditions EXCEPT _____.
- limiting the quantity that can be purchased
 - no customer advertising
 - no services
 - no adjustments
 - no refunds
- Answer: <https://biology-forums.com/index.php?topic=1908636>

Question 81

- Question 1. Characterize an organization's strategies with respect to product, price, distribution, and advertising for a product in its maturity stage of the product life cycle. Use information found in the summary table on the product life cycle to construct your answer. Be sure to characterize each of the four strategic areas mentioned.
- Question 2. Like products, markets evolve through four stages. What are those four stages? Characterize each stage of a market's evolution.
- Answer: <https://biology-forums.com/index.php?topic=1908778>

Question 82

- _____ means that the company or site offers to transact or facilitate the selling of products or services online.
- E-marketing
 - E-business
 - E-commerce
 - E-purchasing
 - None of the above
- Answer: <https://biology-forums.com/index.php?topic=1908970>

Question 83

- In attempt to "rein in" the continued discounting by the sales force, you implement a net price analysis program to arrive at the "real price" of your products. Describe the steps necessary to implement such a program.
- Answer: <https://biology-forums.com/index.php?topic=1908925>

Question 84

- Question 1. The length of a fashion cycle is usually easy to predict.
- true
 - false
- Question 2. In the introductory stage of a product's life cycle, promotion expenditures are at their highest ratio to sales.
- true

- false

Answer: <https://biology-forums.com/index.php?topic=1908770>

Question 85

Question 1. According to marketing consultant Pat LaPointe, the _____ measurement pathway of the marketing dashboard reflects what marketers know about sales volumes, the marketing cost per unit sold, and where and how margin is optimized.

- customer metrics
- productivity metrics
- cash-flow metrics
- unit metrics
- brand metrics

Question 2. Companies assume that the lower the _____, the higher the market potential.

- market minimum
- market potential
- market forecast
- company demand
- product-penetration percentage

Answer: <https://biology-forums.com/index.php?topic=1908555>

Question 86

A direct-mail campaign that has an order-response rate of _____ is considered a success.

- 10%
- 3%
- 5%
- 2%
- 15%

Answer: <https://biology-forums.com/index.php?topic=1909287>

Question 87

As a small firm in a commodity industry, you are often faced with a pricing policy that can best be described as "going-rate pricing." Explain how this pricing policy works.

Answer: <https://biology-forums.com/index.php?topic=1908920>

Question 88

Question 1. Describe three characteristics of restaurant marketing. Include areas such as service, theme, casual versus fine dining, and ethnic.
Question 2. Forecasting restaurant sales has two components. What are they? Describe each of them.

Answer: <https://biology-forums.com/index.php?topic=1908684>

Question 89

The actual success of the social marketing program should be evaluated in terms of the program objectives.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909519>

Question 90

All of the benefits in a franchising system accrue to the franchisor because the franchisor is able to concentrate the risk and effort associated with running a store in the hands of the franchisee.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909064>

Question 91

Not everyone believes a customer focus helps to create better new products. Why might this be?

Answer: <https://biology-forums.com/index.php?topic=1909416>

Question 92

Following a successful concept test, the new-product manager will develop a preliminary strategy plan for introducing the new product into the market. This plan consists of three parts. List and briefly describe the elements contained in these three parts.

Answer: <https://biology-forums.com/index.php?topic=1909384>

Question 93

Question 1. Which of the following desirability criteria asks a question such as "Is the positioning preemptive, defensible, and difficult to attack?" when determining a POD (point-of-difference)?

- value orientation
- knowledgeable
- feasibility
- sustainability
- communicability

Question 2. For a point-of-difference to possess _____, target consumers must find it unique and superior.

- believability
- communicability
- distinctiveness
- feasibility
- relevance

Answer: <https://biology-forums.com/index.php?topic=1908742>

Question 94

_____ sets a ceiling on the price the company can charge for its products.

- Costs
- Demand
- Competition
- Government regulations
- Market forces

Answer: <https://biology-forums.com/index.php?topic=1908868>

Question 95

Most companies will _____ their list price and give discounts and allowances for early payments, volume purchases, and off-season buying.

- raise
- adjust
- reduce
- increase
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908872>

Question 96

Intermediaries who buy, take title to, and resell the merchandise are called _____.

- merchants
- agents
- marketers
- retailers
- facilitators

Answer: <https://biology-forums.com/index.php?topic=1908926>

Question 97

A marketing channel overcomes the time, place, and _____ gaps that separate goods and services from those who need or want them.

- buyers
- retail
- consumers
- policies
- possession

Answer: <https://biology-forums.com/index.php?topic=1908939>

Question 98

Each channel alternative needs to be evaluated against _____, control, and adaptive criteria.

- manufacturing
- financial
- timing issues
- economic
- delivery

Answer: <https://biology-forums.com/index.php?topic=1908950>

Question 99

Salespeople need to know how to recognize closing signs from the buyer, including physical actions, statements or comments, and _____.

- actions
- concerns
- questions
- products
- objections

Answer: <https://biology-forums.com/index.php?topic=1909314>

Question 100

When Scott Paper couldn't compete with Fort Howard Paper Co. on price for the lucrative institutional toilet tissue market, it decided to differentiate by making larger rolls of paper and providing institutional customers with free dispensers. This is an example of _____.

- perceptual mapping
- disruptive technology
- incremental innovation
- customer-driven engineering
- fragmented markets

Answer: <https://biology-forums.com/index.php?topic=1909390>

Question 101

Question 1. One of the key themes of integrated marketing is that there are very few marketing activities that can effectively communicate and deliver value.

- true
- false

Question 2. Internal marketing is an appropriate practice to be used in holistic marketing.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908468>

Question 102

Question 1. All forecasts are built on one of three information bases: what people say, what people do, or what people have done. How do market researchers collect information on each of three information bases?

Question 2. Assume that you are a marketing research director for a medium-sized manufacturing firm and you would like to engage an outside marketing research firm to conduct your field interviews. Which of the following options would be your best choice to achieve your objective?

- A syndicated-service research firm
- A global research management firm
- A custom marketing research firm
- A specialty-line marketing research firm
- A brand-management specialty research firm

Answer: <https://biology-forums.com/index.php?topic=1908573>

Question 103

List the major ways that marketing communications activities contribute to brand equity.

Answer: <https://biology-forums.com/index.php?topic=1909163>

Question 104

Question 1. A firm must consider many factors in setting its pricing policy. We list these as a six-step process. Which of the following is NOT one of these steps?

- Selecting a pricing method
- Determining demand
- Researching reference prices in the target market
- Selecting the final price
- Selecting the pricing objective

Question 2. A firm first decides where it wants to position its market offering. A company can pursue any of five major objectives through pricing. Which of the following is NOT one of these objectives?

- Survival
- Maximum current profit
- Predatory pricing

- Maximum market share
- Product-quality leadership

Answer: <https://biology-forums.com/index.php?topic=1908864>

Question 105

Question 1. Customer training and customer consulting are two areas for service differentiation that manufacturers can use with their products.

- true
- false

Question 2. The cost of processing a return can be significantly greater than that of an outbound shipment.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908822>

Question 106

With compensation plans that combine fixed and variable pay, companies may link the variable portion of a salesperson's pay to a wide variety of goals. Identify some of these goals.

Answer: <https://biology-forums.com/index.php?topic=1909347>

Question 107

Combining two product ideas or concepts to create a new offering, for example, oil change/lubrication facilities with cafés, is an example of _____.

- lateral marketing
- forced relationships
- internal marketing
- morphological analysis
- mind mapping

Answer: <https://biology-forums.com/index.php?topic=1909396>

Question 108

Some of the public and ethical issues in direct marketing include irritation, unfairness, deception and fraud, and _____.

- prying on the less sophisticated
- downright illegal activities
- phone calls at the dinner hour
- invasion of privacy
- smoothness of the commercials

Answer: <https://biology-forums.com/index.php?topic=1909327>

Question 109

Question 1. Depending on the type of hotel, housekeeping associates typically service between _____ rooms per day:

- 25 and 30
- 10 and 15
- 15 and 20
- 20 and 25

Question 2. In order to be in compliance with the Americans with Disabilities Act (ADA), all hotels are expected to have at least _____ percent of their parking spaces designated as "handicapped."

- 4
- 8
- 3
- 2

Answer: <https://biology-forums.com/index.php?topic=1908672>

Question 110

When the lawn service firm advertises, "We can handle all your lawn needs in one stop" and then requires three or four visits to satisfy you, this is an example of which of the gaps of service performance?

- Between management's perception and consumers expectations
- Between expected service and perceived service
- Between service delivery and external communications
- Between service delivery and translation of perceptions
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908858>

Question 111

Harley-Davidson's entry into the Web for their parts and accessory business called for them to "protect" their retailers by referring customers to the local Harley-Davidson dealer. One additional strategy available to firms wishing to protect their channels of distribution yet capitalize on Internet sales is _____.

- offer off-line partners higher commission rates
- offer online partners higher commission rates
- do not allow customers to order through the Web site
- offer fewer services to Web customers than retail customers
- sell identical brands/products

Answer: <https://biology-forums.com/index.php?topic=1909003>

Question 112

Question 1. Managers of _____-oriented businesses concentrate on achieving high production efficiency, low costs, and mass distribution.

- consumer
- product
- marketing
- production
- selling

Question 2. The feasibility of companies dealing with customers one at a time has risen as a result of advances in _____, computers, the Internet, and database marketing software.

- information technology
- just-in-time manufacturing
- factory customization
- improved communication flow
- customer-centered strategies

Answer: <https://biology-forums.com/index.php?topic=1908450>

Question 113

_____ distribution consists of the manufacturer placing his goods and services in as many outlets as possible.

- Scattered
- "Shotgun"
- Selective
- Exclusive
- Intensive

Answer: <https://biology-forums.com/index.php?topic=1908948>

Question 114

How does the sales-force resource allocation change over the course of the business life cycle?

Answer: <https://biology-forums.com/index.php?topic=1909345>

Question 115

_____ is(are) a key positioning factor for retailers and must be decided in relation to the target market, the product-and-service assortment mix, and the competition.

- Advertisement
- Prices
- Assortment
- Hours of operation
- Locations

Answer: <https://biology-forums.com/index.php?topic=1909045>

Question 116

Question 1. The value proposition is stated in the price of a product and readily recognized by the average consumer.

- true
- false

Question 2. The value delivery system includes all the experiences the customer will have on the way to obtaining and using the offering.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908597>

Question 117

Product invention consist of creating something new. It can take two forms. Forward invention is reintroducing earlier product forms that are well adapted to a foreign country's needs.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909460>

Question 118

Retailers can locate their stores in the central business district, a regional shopping center, _____, a shopping strip, or within a larger store.

- a community shopping center
- a freestanding location
- strip malls
- suburbia
- town centers

Answer: <https://biology-forums.com/index.php?topic=1909049>

Question 119

Why does where the company's products are sold and to whom they are sold have implications for the sales-force structure?

Answer: <https://biology-forums.com/index.php?topic=1909343>

Question 120

Companies often raise their prices by more than the inflationary cost increases as preparation for further inflation or government price controls. This practice is known as _____.

- delayed quotation pricing
- discount pricing
- escalator pricing
- anticipatory pricing
- unbundling

Answer: <https://biology-forums.com/index.php?topic=1908880>

Question 121

Question 1. Customers can now buy Jeep strollers and apparel, which are not manufactured by Jeep, but are instances where Jeep has received payment from the manufacturers of these products to use Jeep's brand name. These items are considered _____.

- family products
- brand extensions
- licensed products
- subbrands
- line extensions

Question 2. Many firms use _____ in order to take advantage of corporate-image associations such as innovativeness, expertise, and trustworthiness to directly influence consumer evaluations.

- brand revitalization
- blanket family names
- the brand discount rate
- individual names for each product
- separate family names for all products

Answer: <https://biology-forums.com/index.php?topic=1908734>

Question 122

Question 1. A market challenger must decide who to attack. All of the following are considered as likely possible targets (as per information found in the text) EXCEPT _____.

- firms its own size that are not doing the job
- firms its own size that are underfinanced
- a global conglomerate that is market hungry
- small local firms
- the market leader

Question 2. According to attack strategies available to the market challenger, the _____ can be used when the challenger spots areas where the opponent is underperforming.

- encirclement attack
- backwards-flank attack

- frontal attack
- flank-geographic attack
- guerilla warfare

Answer: <https://biology-forums.com/index.php?topic=1908791>

Question 123

Question 1. _____ are non-profit organizations that represent an urban area that tries to solicit business or pleasure-seeking visitors.

Question 2. A _____ is a specially designed distraction-free learning environment dedicated to hosting and supporting small to medium-sized meetings.

Answer: <https://biology-forums.com/index.php?topic=1908699>

Question 124

The competitive-parity method of promotions budgeting has been repeatedly shown to prevent promotion wars.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909141>

Question 125

Question 1. If your task was to construct a positioning statement for a new product that your company was considering as an addition to your product portfolio, what would be the best first step for you to take?

- State who would distribute the product
- State the product's membership in a category
- State who manufactured the product
- State the image of the product
- State the product's cost

Question 2. Tums claims to have the most acid-reducing components of any antacid. In what way is the brand's category membership being conveyed?

- Announcing category benefits
- Focusing on reliability
- Comparing to exemplars
- Persuasion based on believability
- Relying on the product descriptor

Answer: <https://biology-forums.com/index.php?topic=1908781>

Question 126

Question 1. Markets are almost always homogeneous.

- true
- false

Question 2. Effective target marketing requires that marketers use market segmentation, market targeting, and market positioning to achieve success in the marketplace.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908706>

Question 127

One implication of the concept of brand equity is that the manner in which brand associations are formed does not matter. In other words, if a consumer has an equally strong, favorable, and unique brand association between two media, then the impact in terms of brand equity should be _____.

- different
- identical
- prominent
- actionable
- measurable

Answer: <https://biology-forums.com/index.php?topic=1909097>

Question 128

Consumers are "price takers" and accept prices at "face value" or as given.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908890>

Question 129

Question 1. Attracting a new customer may cost five times as much as doing a good enough job to retain an existing one.

- true
- false

Question 2. The marketing-mix component called promotion includes such items as product variety, design, packaging, services, and warranties.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908466>

Question 130

You have been asked to try a firm's new line of potato chips at no cost to you. Now you have been approached by the firm and asked if you would pay \$1.00 per bag for these chips (regular price \$1.99) or if you would prefer your regular brand of potato chips. You choose your favorite brand of chips instead. The firm then offers you the option of purchasing their chips for \$.90 per bag. You are participating in a _____.

- sales-wave research study
- controlled test market
- commercialization of a new product
- simulated test market
- test market

Answer: <https://biology-forums.com/index.php?topic=1909401>

Question 131

Recent trends in retailing includes which of the following?

- Decline in the "shop at home" markets
- Reduction in the level of global competition
- Competition between Internet selling and store-based retailing
- Growth of the "smaller" boutique-type stores
- Competition between store-based and non-store-based retailing

Answer: <https://biology-forums.com/index.php?topic=1909033>

Question 132

MPR (marketing public relations) plays an important role in what tasks?

Answer: <https://biology-forums.com/index.php?topic=1909281>

Question 133

The _____ method of measuring customer preferences asks the consumer to rank the options in order of preference.

- paired-comparisons
- alpha-ranking
- rank-order
- monadic-rating
- beta-ranking

Answer: <https://biology-forums.com/index.php?topic=1909364>

Question 134

In the macromodel of communication, noise does not affect the communication process between sender and receiver.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909128>

Question 135

One of the difficulties of using chat rooms and blogs to collect competitive intelligence is that _____.

- they constitute a very expensive form of market research
- it is difficult to access chat rooms and blogs because of privacy issues
- people are generally unwilling to share their perspective on products and services without being paid for them
- their unstructured nature makes it difficult for marketers to find relevant messages
- All of the above are difficulties experienced when using chat rooms and blogs to collect competitive intelligence.

Answer: <https://biology-forums.com/index.php?topic=1908511>

Question 136

Question 1. Over the past three decades in the United States, the rich have grown richer and the middle class has _____.

- matched the rich in terms of relative growth
- shrunk
- been ignored because of problems with the poorer classes
- stayed about the same
- increased slightly

Question 2. Consumer expenditures are affected by _____.

- credit availability
- debt
- savings
- all of the above
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908519>

Question 137

For the brick-and-click companies, adding an e-commerce channel creates the threat of _____ from retailers, brokers, agents, and other intermediaries.

- competition
- cooperation
- refusal
- a backlash
- support

Answer: <https://biology-forums.com/index.php?topic=1908974>

Question 138

Question 1. A FAM trip is designed:

- for spouses attending a conference who have free time during meetings
- to reward meeting planners for their business
- to provide a relaxing time for a meeting planner after a trade show has concluded
- to familiarize a meeting planner with the site prior to booking an event

Question 2. A client wishes to hold a meeting where there will be a small number of people, all of whom will be taking notes and will need to be seated at a block rectangular table. What type of meeting room setup would you suggest?

- Theater style
- Classroom
- Banquet
- Boardroom

Answer: <https://biology-forums.com/index.php?topic=1908695>

Question 139

Marketing channels are sets of interdependent organizations involved in the process of making a product or service available for use or consumption.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908975>

Question 140

Micromodels of marketing communications concentrate on consumers' specific response to communications. List the four classic response hierarchy models.

Answer: <https://biology-forums.com/index.php?topic=1909165>

Question 141

Paco Underhill suggests that retailers, to increase sales volume, make their shoppers hunt for the merchandise. His logic is this: While "hunting," the shopper will be exposed to more and more products, thus the likelihood increases that the shopper will purchase "impulse" items, thus increasing their overall purchase total.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909075>

Question 142

The objective-and-task method calls upon marketers to develop promotion budgets by defining specific objectives, determining the tasks that must be performed to achieve these objectives, and estimating the costs of performing these tasks.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909140>

Question 143

Question 1. _____ restaurants are a group of restaurants, each identical in market, concept, design, service, name, and food.
Question 2. _____ restaurants provide a blend of two cuisines.

Answer: <https://biology-forums.com/index.php?topic=1908683>

Question 144

Question 1. A marketer interested in segmenting a business market based on _____ intends to eventually segment the market based on power structure and purchasing criteria.

- demographic variables
- purchasing approaches
- personal characteristics
- situational factors
- operating variables

Question 2. In evaluating different market segments, the firm must look at two factors: the segment's overall attractiveness and _____.

- the purchasing process
- company's objectives and resources
- the global nature of the product
- competition's strategies
- the product to be sold

Answer: <https://biology-forums.com/index.php?topic=1908705>

Question 145

Research on reference prices has found that "unpleasant surprises"—when perceived price is lower than the stated price—can have a greater impact on purchase likelihood than pleasant surprises.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908894>

Question 146

In designing and evaluating an ad campaign, it is important to distinguish the message strategy or positioning of an ad from its creative strategy. To develop a message strategy, advertisers go through three steps. List and explain these three steps.

Answer: <https://biology-forums.com/index.php?topic=1909233>

Question 147

A GO-error occurs when the company permits a poor idea to move into development and commercialization. Identify the three kinds of product failure that result from GO-errors.

Answer: <https://biology-forums.com/index.php?topic=1909418>

Question 148

Companies are reducing inventory costs by treating inventory items differently. Critical items defined as high risk, high opportunity and commodities defined as low risk, high opportunity. Recently, your company has introduced a product that is considered by the distributor a "bottleneck" item. What is the risk/reward relationship for bottleneck items?

- High risk, low opportunity
- Low risk, low opportunity
- Low risk, high opportunity
- Low risk, mediocre opportunity
- High risk, high opportunity

Answer: <https://biology-forums.com/index.php?topic=1909087>

Question 149

EDLP pricing is a type of going-rate pricing in which the retailer sets low prices everyday on selected items.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908906>

Question 150

Question 1. How do companies use their databases to identify prospects?

Question 2. Give an illustration of how a company can use a customer database to reactivate customer purchases.

Answer: <https://biology-forums.com/index.php?topic=1908612>

Question 151

Retailers are generally eager to stock new products, making it difficult for manufacturers to keep older, but proven brands on the shelves.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909071>

Question 152

Direct marketing permits the _____ of alternative media and messages in search of the most cost-effective approach.

- use
- outsourcing
- accent
- implementation
- testing

Answer: <https://biology-forums.com/index.php?topic=1909285>

Question 153

In the face of increased competition from discount houses and specialty stores, department stores are waging a comeback war. Two models for department stores' success seems to be emerging. The first is a store that has a strong retail brand approach, as demonstrated by Kohl's in the United States. The second model is the _____, typified by Galeries Lafayette in Paris.

- specialty store
- showcase store
- tourist area store
- single brand store
- limited variety store

Answer: <https://biology-forums.com/index.php?topic=1909032>

Question 154

Question 1. One traditional depiction of marketing activities is in terms of the marketing mix or four Ps. The four Ps are characterized as being _____.

- promotion, place, positioning, and price
- product, price, promotion, and place
- product, positioning, place, and price
- product, production, price, and place
- place, promotion, production, and positioning

Question 2. From a buyer's point of view, each marketing tool is designed to deliver a customer benefit. The SIVA customer-centric breakdown of marketing activities includes _____.

- situation, importance, variability, and awareness
- sale, interaction, voice, and availability
- solution, information, value, and access
- satisfaction, intention, value, and account
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908456>

Question 155

When Tide introduces a new fragrance of laundry detergent, some consumers who buy the new fragrance switch from other Tide variants, as opposed to from other brands. The income lost on the other Tide variants is called _____.

- incremental income
- intrinsic income
- dragalong income
- disruptive income
- cannibalized income

Answer: <https://biology-forums.com/index.php?topic=1909398>

Question 156

Question 1. In which of the following economies would we expect to find the fewest opportunities for marketers?

- Raw-material-exporting economies
- Subsistence economies
- Industrializing economies
- Land-locked economies
- Industrial economies

Question 2. According to information presented in the text, which of the following countries is surprisingly a very good market for Lamborghini automobiles (costing more than \$150,000) because of the number of wealthy families that can afford expensive cars.

- Holland
- Russia
- Greece
- Switzerland
- Portugal

Answer: <https://biology-forums.com/index.php?topic=1908518>

Question 157

The _____ technique for stimulating creativity starts with a problem, such as "getting something from one place to another via a powered vehicle," then lists every possible combination of attributes, such as the type of platform, the medium, and the power source.

- forced relationships
- attribute listing
- morphological analysis
- reverse assumption analysis
- lateral marketing

Answer: <https://biology-forums.com/index.php?topic=1909356>

Question 158

Question 1. With respect to a consumer buying situation that involves variety-seeking behavior, the market leader can encourage variety seeking by offering lower prices or deals.

- true
- false

Question 2. In the anchoring heuristic, the consumer bases his or her predictions on the quickness and ease with which a particular example of an outcome comes to mind.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908622>

Question 159

Question 1. One set of consumers, during a focus-group session, indicated that Dell computers reminded them of a surfer, Apple computers were equated to a mad scientist, and IBM computers to Scrooge from the Dickens's tale. Which of the following qualitative research approaches matches to the approach described above?

- Laddering
- Visualization
- Brand personification
- Projective techniques
- Pyramiding

Question 2. The main drawback to the _____ is that the interviews must be short and not too personal.

- secondary interview
- mail questionnaire
- personal interview
- online interview
- telephone interview

Answer: <https://biology-forums.com/index.php?topic=1908578>

Question 160

The company has decided to change its advertising message in key markets. Speed and flexibility are the issues here as the company scrambles to make up lost ground. Of all of the advertising media available to you, which one offers your company flexibility?

- Television
- Print
- Radio
- Place advertising
- Billboards

Answer: <https://biology-forums.com/index.php?topic=1909246>

Question 161

Question 1. When consumers share a strong need that cannot be satisfied by an existing product, they are engaged in latent demand.

- true
- false

Question 2. Companies selling goods and services in the global marketplace have the advantage of being able to sell the goods and services in almost the same way as they do in their domestic market.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908457>

Question 162

Question 1. Charles Schwab's best customers get their calls answered in 15 seconds; other customers can wait longer. This is best described as _____.

- increasing consumer participation
- customer empowerment through the Internet
- raising service levels to retain the patronage of profitable customers
- standardizing the service-performance process
- fair play in service delivery

Question 2. Although I used to use the U.S. Postal Service because it offered better prices on package shipping, now I almost always use FedEx because I can ship from any FedEx*Kinkos location 24 hours per day. This is an example of which of the following factors leading to customer switching behavior?

- Inconvenience
- Response to service failure
- Involuntary switching
- Ethical problems
- Pricing

Answer: <https://biology-forums.com/index.php?topic=1908856>

Question 163

According to A.C. Nielsen Company, when considering whether to stock a new product, store managers are most influenced by _____.

- attractive packaging that will catch consumers' attention
- generous financial incentives to the trade
- strong evidence of customer acceptance
- a well-designed advertising and sales promotion plan
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909039>

Question 164

Question 1. When cell phone providers offer "weekends free," they are attempting to _____ when it comes to the perishability of the service they provide.

- manage supply
- manage supply and demand
- increase usage
- manage demand
- offer to sign up new subscribers

Question 2. When restaurants and theme parks add summer workers, they are attempting to manage supply and demand for their services by _____.

- increasing enrollment
- sharing services
- using part-time employees
- introducing complementary services
- maximizing nonpeak demand

Answer: <https://biology-forums.com/index.php?topic=1908855>

Question 165

Explain how format elements of a print ad can impact the ad's impact.

Answer: <https://biology-forums.com/index.php?topic=1909265>

Question 166

Question 1. An alternative to being a market follower in a large market is to be a leader in a small market. This type of competitor is called a(n) _____.

- guerilla marketer
- market nicher
- strategic clone
- segment king
- marketing knave

Question 2. In terms of comparisons with a market leader, whereas the market leader achieves high volume, the market nicher achieves _____.

- lower demand
- medium pricing
- high margin
- low margin
- high promotability

Answer: <https://biology-forums.com/index.php?topic=1908792>

Question 167

Strategy addresses the _____ and the _____ of marketing activities.

- who; how
- what; why
- what; who
- what; how
- what; when

Answer: <https://biology-forums.com/index.php?topic=1909498>

Question 168

A leading manufacturer of watches maintains a set of very exclusive networks of retailers (exclusive distribution) that are authorized to sell its watches. This exclusivity ensures that the company can control the service level, distribution, and outputs offered by the retail stores doing business with them. Recently, however, there has been pressure on the company (by Wall Street investors) to expand its products to more and more retailers (intensive distribution) in order to increase sales. What are some of the dangers that the company might encounter when moving from one form of distribution to another?

Answer: <https://biology-forums.com/index.php?topic=1909013>

Question 169

_____ means conflict between different levels within the same channel.

- Horizontal channel conflict
- Circular channel conflict
- Vertical channel conflict
- Multichannel conflict
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908965>

Question 170

You have decided to use print media to advertise your product because the amount of information you wish to communicate is large. In designing a print campaign, you have been advised to write a headline for the ad that is strong. What is it about the headline that is so important in a print ad campaign?

- The headline must offend the readers' sensibilities to attract them to read it.
- The headline must reinforce the picture and lead the person to read the copy.
- The headline must spark curiosity from the reader.
- The headline must appeal to the reader's sense of "wow."
- The headline must attract the reader's eyes.

Answer: <https://biology-forums.com/index.php?topic=1909245>

Question 171

Question 1. The _____ stage of the product life cycle is a period of rapid market acceptance and substantial profit improvement.

- saturation
- decline
- growth
- maturity

- introduction

Question 2. According to the general bell-shaped curve used to illustrate the product life cycle, which of the following stages is generally seen when the sales curve is at its peak?

- Growth
- Abandonment
- Decline
- Maturity
- Introduction

Answer: <https://biology-forums.com/index.php?topic=1908745>

Question 172

Catalog shopping is big business, about _____ of Americans shop from home using catalogs.

- 45%
- 90%
- 50%
- 71%
- 60%

Answer: <https://biology-forums.com/index.php?topic=1909292>

Question 173

Communicators use _____ appeals such as fear, guilt, and shame to get people to do things or stop doing things.

- emotional
- attractive
- destructive
- scary
- negative

Answer: <https://biology-forums.com/index.php?topic=1909113>

Question 174

When forces for global integration are low and forces for national responsiveness are high, a strategy that _____ makes sense.

- treats the world as a single market
- standardizes all elements of the marketing mix
- views the marketplace as completely homogeneous
- treats the world as a portfolio of national opportunities
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909434>

Question 175

Question 1. In the product life cycle, growth is a stage of rapid market acceptance and substantial profit improvement.

- true
- false

Question 2. One of the shortest stages in the product life cycle is the maturity stage because of the marketing manager's desire to keep the product in its growth stage.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908767>

Question 176

Describe what is meant by stealth marketing and why consumers find it controversial and potentially unethical.

Answer: <https://biology-forums.com/index.php?topic=1909339>

Question 177

Question 1. Companies undertake surveys to learn about people's knowledge, _____, preferences, and satisfaction and to measure these magnitudes in the general population.

- intelligence and literacy
- deepest secrets
- inner id
- psyche
- beliefs

Question 2. With respect to the sampling plan, three decisions must be made: (1) the sampling unit—who is to be surveyed; (2) sample size—how

many people should be surveyed; and (3) _____.

- sample supervisor—who leads the sampling effort
- sample security—how to protect the sample data
- sample cost—how much the sampling costs
- sampling procedure—how the respondents are chosen
- surveyor skill—who does the surveying

Answer: <https://biology-forums.com/index.php?topic=1908547>

Question 178

Question 1. Successful blue-ocean thinkers take advantage of three platforms on which value innovation can take place: physical product, service, and _____.

- consumer perception
- prestige
- advertising
- manufacturing
- delivery

Question 2. When a buyer thinks of performance running shoes, the first name that comes to mind is Nike. In this example, Nike has a high _____.

- share of mind
- share of heart
- share of innovation
- share of market
- share of pocketbook

Answer: <https://biology-forums.com/index.php?topic=1908806>

Question 179

The first step to retail category management is to _____, which means deciding where to draw the line between product categories.

- figure out the category's role
- figure out tactics
- set goals
- define the category
- choose the audience

Answer: <https://biology-forums.com/index.php?topic=1909037>

Question 180

Sony used to enjoy a three-year lead on new products. Today, Matsushita will copy the product within six months, leaving very little time for Sony to recoup its initial investments. This is an example of _____, one of the factors hindering new-product development.

- shorter product life cycles
- cost of development
- faster required development times
- fragmented markets
- capital shortages

Answer: <https://biology-forums.com/index.php?topic=1909389>

Question 181

Habitual shoppers purchase from the same places in the same manner over time.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908980>

Question 182

The ability to order a product online and pick it up at a convenient retail location is an example of the consumers' expectations for channel integration.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908979>

Question 183

As the "channel manager" for your firm, you have been asked by senior managers to identify new distribution channels for the launch of a new product. Your presentation describes a channel alternative as having three sets of elements. What are the three elements that would be contained in your presentation?

Answer: <https://biology-forums.com/index.php?topic=1909012>

Question 184

Question 1. Increasingly, companies are finding that their markets are _____ as middle-market Americans migrate toward more premium products.

- "inverted"
- "circular"
- "hourglass shaped"
- "linear"
- "triangle shaped"

Question 2. Which of the following statements accurately describes what demographers are calling the "boom-boom effect"?

- Baby boomers still rule the marketplace.
- Generation X and its taste for violence will dominate the market in the future.
- Companies must have success quickly or go bust.
- Products that appeal to 20-somethings also appeal to baby boomers.
- Consumers are demanding more "bang for their buck."

Answer: <https://biology-forums.com/index.php?topic=1908711>

Question 185

According to the macromodel of communication, the four major communication functions are decoding, response, feedback, and _____.

- noise
- feedback
- response
- encoding
- message

Answer: <https://biology-forums.com/index.php?topic=1909102>

Question 186

_____ is an effort by one organization to win the support of the leaders of another organization by including them in advisory councils, board of directors, and the like.

- Co-optation
- Arbitration
- Diplomacy
- Mediation
- Superordinate goals

Answer: <https://biology-forums.com/index.php?topic=1908966>

Question 187

Your marketing communications mix includes mail, telephone, fax, e-mail, or the Internet to communicate directly with specific customers and prospects. Which of the eight major modes of communication are you using?

- sales promotions
- events and experiences
- direct marketing
- personal selling
- advertising

Answer: <https://biology-forums.com/index.php?topic=1909160>

Question 188

The purpose of annual-plan control is to _____.

- examine where the company is making and losing money
- examine whether the company is pursuing its best opportunities with respect to markets, products, and channels
- evaluate and improve the spending efficiency and impact of marketing expenditures
- examine whether the planned results are being achieved
- all of the above

Answer: <https://biology-forums.com/index.php?topic=1909501>

Question 189

Question 1. For a consumer to be delighted with a product or service he or she must perceive that performance exceeds expectations.

- true
- false

Question 2. The ultimate goal of the customer-centered firm is to create high customer satisfaction.

- true

- false

Answer: <https://biology-forums.com/index.php?topic=1908598>

Question 190

Question 1. Color classifications of wines include _____, _____, and _____.

Question 2. Most _____ wines, like Madeira or Marsala, are sweeter with higher alcohol content and have different tastes and aromas than regular wine.

Answer: <https://biology-forums.com/index.php?topic=1908687>

Question 191

Why is a marketing channel system so important to the manufacturer?

Answer: <https://biology-forums.com/index.php?topic=1909005>

Question 192

Advertising can be used to build up a long-term image for a product or trigger quick sales.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909142>

Question 193

Marketers need to assess which experiences and impressions will have the most influence at each _____ of the buying process.

- consumer
- stage
- step
- level
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909099>

Question 194

When the new-product prototype is ready, it must be put through rigorous functional tests and customer tests. Consumer testing can take several forms, from bringing consumers into a laboratory to giving them samples to use in their homes. Consumer preferences can be measured in several ways. List the three most common ways that consumer preference is measured.

Answer: <https://biology-forums.com/index.php?topic=1909386>

Question 195

Question 1. When segmenting on the basis of family life cycle, all of the following are segment categories EXCEPT _____.

- young, married, youngest child 6 or over
- young, single
- older, married, no children under 18
- male, female
- young, married

Question 2. According to PRIZM, the _____ cluster is characterized as being in their late forties and fifties, college-educated, upper-middle-class homeowners that married late and are still raising children in comfortable suburban subdivisions and are still pursuing kid-centered lifestyles?

- Old Milltowns
- Young Digerati
- Beltway Boomers
- Cosmopolitans
- Winner's Circle

Answer: <https://biology-forums.com/index.php?topic=1908704>

Question 196

The percentage-of-sales method of setting promotional expenditures calculates spending dollars based upon a percentage of last years' total sales.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909139>

Question 197

Direct marketing allows marketers to test different elements of an offer strategy under real marketplace conditions. Elements of an offer strategy include _____.

- the consumer response
- the test market
- the copy platform
- the list
- the order

Answer: <https://biology-forums.com/index.php?topic=1909290>

Question 198

Question 1. The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.

- marketing
- holistic marketing
- selling
- product
- production

Question 2. Several scholars have found that companies who embrace the marketing concept achieve superior performance. This was first demonstrated for companies practicing a _____—understanding and meeting customers' expressed needs.

- proactive marketing orientation
- holistic market orientation
- total market orientation
- impulsive market orientation
- reactive market orientation

Answer: <https://biology-forums.com/index.php?topic=1908452>

Question 199

As the EU standardizes its general trade regulations and currency, creating an economic community has created a homogeneous marketplace in Europe.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909445>

Question 200

Question 1. What is brand personality and what five traits have been linked to it?

Question 2. Briefly explain Freud's theory on human motivation and how this might be related to marketing.

Answer: <https://biology-forums.com/index.php?topic=1908624>

Question 201

Fewer than 10% to 15% of all new products are truly innovative and new to the world. In producing a new-to-the-world product, as opposed to a brand or line extension, a firm and a market face increased pressures in what two areas?

Answer: <https://biology-forums.com/index.php?topic=1909409>

Question 202

Question 1. All of the following would be considered to be external marketing metrics EXCEPT _____.

- market share
- relative price
- relative employee satisfaction
- perceived quality/esteem
- number of complaints

Question 2. A _____ records how well the company is doing year after year on customer-based measures (e.g., percentage of new customers to average number of customers).

- management scorecard
- variance scorecard
- customer-performance scorecard
- mission/objectives scorecard
- stakeholder-performance scorecard

Answer: <https://biology-forums.com/index.php?topic=1908554>

Question 203

Question 1. In most companies, marketing should focus on the customer and other departments should focus on the business itself.

- true
- false

Question 2. Performance marketing involves reviewing metrics assessing market share, customer loss rate, customer satisfaction, and product quality in the evaluation of the effectiveness of marketing activities.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908469>

Question 204

The ultimate form of foreign investment is direct ownership of foreign-based assembly or manufacturing facilities.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909455>

Question 205

Question 1. Auguste Escoffier is known for many things including reducing the number of sauces used in the kitchen to _____ mother sauces.
Question 2. North America gained much of its culinary legacy from France. The two main factors responsible for this were the _____ and Thomas Jefferson.

Answer: <https://biology-forums.com/index.php?topic=1908682>

Question 206

In communicating, selective attention, selective distortion, and _____ may come into play.

- selective retention
- selective hearing
- noise
- selective listening
- selective interest

Answer: <https://biology-forums.com/index.php?topic=1909103>

Question 207

Question 1. A parent brand that is associated with multiple products through brand extensions can also be called a _____.

- line brand
- extension brand
- subbrand
- family brand
- category brand

Question 2. A _____ consists of all products—original as well as line and category extensions—sold under a particular brand.

- brand variant
- brand line
- licensed product
- brand mix
- subbrand

Answer: <https://biology-forums.com/index.php?topic=1908721>

Question 208

_____ expresses the rate at which new buyers enter the market; the higher this rate, the more continuous the advertising should be.

- Buyer profile
- Purchase intent
- Buyer turnover
- Buyer demographics
- Purchase frequency

Answer: <https://biology-forums.com/index.php?topic=1909207>

Question 209

Question 1. IBM's e-business campaign not only helped to change public perceptions of the company in the marketplace, it also sent a signal to employees that IBM was determined to be a leader in the use of Internet technology. This is an example of _____.

- brand tracking
- leveraging secondary associations
- permission marketing
- linking internal and external marketing
- integration marketing

Question 2. If Burton, a maker of snowboard and ski equipment and clothing, decided to introduce a new surfboard and promote it by publicizing

favorable ratings from third-party sources such as Surfer or Surfing magazine, the company would be _____ to promote its new product.

- linking internal and external marketing
- engaging in permission marketing
- conducting integration marketing
- emphasizing brand tracking
- leveraging secondary associations

Answer: <https://biology-forums.com/index.php?topic=1908732>

Question 210

Question 1. Event tourism is a relatively new term defined as the systematic planning, development, and marketing of:

- parades
- new theme parks
- festivals
- circuses

Question 2. Walt Disney World is composed of _____ major theme parks.

Answer: <https://biology-forums.com/index.php?topic=1908690>

Question 211

Question 1. When Campbell's soups began advertising its soups as excellent snacks, it was using which of the following volume-oriented brand usage strategies?

- Use the product in older, more traditional ways.
- Use more of the product on each occasion.
- Use the product in new ways.
- Use improved quality to attract new users.
- Use the product on more occasions.

Question 2. Managers try to stimulate sales by modifying the product's characteristics. Which of these modifications has as its aim to increase the product's functional performance?

- Style improvement
- Quality improvement
- Packaging improvement
- Feature improvement
- Fashion improvement

Answer: <https://biology-forums.com/index.php?topic=1908753>

Question 212

Question 1. Marketing academics and consultants Jeffrey Rayport and Bernie Jaworski believe that to deliver high levels of customer-perceived value, any customer-service interface should excel on four dimensions. Define the term "customer-service interface" and identify the four dimensions on which it should excel.

Question 2. Developing brand strategies for a service brand requires special attention to the elements of branding and marketing. Explain why it is different for branding a service versus a tangible product.

Answer: <https://biology-forums.com/index.php?topic=1908850>

Question 213

Question 1. In _____, the market leader stretches its domain over new territories that can serve as future centers for defense and offense.

- counteroffensive defense
- mobile defense
- flank defense
- position defense
- contraction defense

Question 2. Some market leaders have increased profitability by selectively _____ market share in weaker areas.

- increasing
- decreasing
- protecting
- trading
- sharing

Answer: <https://biology-forums.com/index.php?topic=1908788>

Question 214

A small firm has decided to enter the international market. At the present time, the firm has decided to enter only one country. What is the next step in the decision-making process if the firm is to continue with its plans?

- Deciding which markets to enter

- Deciding on the marketing organization
- Deciding how to enter the market
- Deciding whether to go abroad
- Deciding on the marketing program

Answer: <https://biology-forums.com/index.php?topic=1909476>

Question 215

Question 1. Henry Ford epitomized the market segmentation strategy when he offered the Model-T Ford in only one color.

- true
- false

Question 2. A market segment consists of a group of consumers who share a similar set of needs and wants.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908707>

Question 216

Retailers must make marketing decisions in the areas of product assortment and procurement, services and store atmosphere, prices, communications, locations, and _____.

- target market
- shoppers
- niche
- procedures
- style

Answer: <https://biology-forums.com/index.php?topic=1909034>

Question 217

Question 1. All happy customers are profitable.

- true
- false

Question 2. Few industries contain a single firm that is acknowledged as the market leader.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908799>

Question 218

Question 1. Service companies can try to demonstrate their service quality through physical evidence and _____.

- pricing
- people
- predatory pricing
- presentation
- profits

Question 2. Services depend on who provides them and when and where they are provided. They are highly _____.

- variable
- consistent
- suspect
- substandard
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908840>

Question 219

Marketers pay fees so that their products make cameo appearances in movies and on television. This is called _____.

- advertorials
- individualization
- branded entertainment
- product placement
- point of purchase

Answer: <https://biology-forums.com/index.php?topic=1909201>

Question 220

Companies that search for customers and may negotiate on the producer's behalf but do not take title to the goods are called _____.

- facilitators
- agents
- marketers
- merchants
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908927>

Question 221

Most brands are adapted to some extent to reflect significant differences in _____, brand development, competitive forces, and the legal and political environment.

- business mission
- politics
- programs
- consumer behavior
- strategy

Answer: <https://biology-forums.com/index.php?topic=1909431>

Question 222

Question 1. List five advantages shared by other strong brands that you will most likely need to emulate to accomplish this objective.

Question 2. As a brand manager you would like to have your brand (brand name) to be protectible. Explain what you mean by "protectible" and give an illustration.

Answer: <https://biology-forums.com/index.php?topic=1908738>

Question 223

Question 1. With respect to proposal solicitation in B2B, sellers begin the process by requesting permission to make a proposal rather than waiting for the buyer to request one.

- true
- false

Question 2. In general, buyers review the product and its price rather than any other considerations about the seller as a buying decision is made.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908650>

Question 224

Inside salespeople are of three types. These include the technical support people, the sales assistants, and the _____ who use the phone to find new leads, qualify them, and sell to them.

- support people
- office assistants
- marketing assistants
- telemarketers
- sales assistants

Answer: <https://biology-forums.com/index.php?topic=1909302>

Question 225

People are often ethnocentric and favorably predisposed to their own country's products, unless they come from a less developed country.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909471>

Question 226

Question 1. List and briefly characterize Maslow's Hierarchy of Needs.

Question 2. People can emerge with different perceptions of the same object because of three perceptual processes. List and briefly characterize those processes.

Answer: <https://biology-forums.com/index.php?topic=1908625>

Question 227

Question 1. When Blue Man Group began, the three founders performed every show. In order to expand the concept and overcome the limits of service _____, the founders added more Blue Men.

- temporality
- intangibility

- perishability
- inseparability
- variability

Question 2. Services vary depending who provides them and when and where they are performed. Which of the following strategy would work for you to increase the quality control over your tax preparation services as you expand to other markets?

- Invest in good training and hiring procedures.
- Monitor customer satisfaction.
- Standardize the service.
- All of the above
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908854>

Question 228

Question 1. Which of the following groups is most vulnerable to recent income distribution trends in the United States?

- Makers of high-end sports cars
- Conventional retailers offering medium-priced goods
- Large discount chains
- Pharmaceutical firms
- Expensive and exclusive restaurants

Question 2. _____ shapes the beliefs, values, and norms that largely define tastes and preferences.

- Production innovation and engineering
- The mass media
- Government
- Society
- Marketing

Answer: <https://biology-forums.com/index.php?topic=1908520>

Question 229

Of the elements of a print advertisement, the _____ matters the most when it comes to the ad's effectiveness.

- copy
- color
- headline
- font
- picture

Answer: <https://biology-forums.com/index.php?topic=1909191>

Question 230

In competitive markets with low entry barriers, the optimal channel structure will inevitably _____ over time.

- increase
- become cumbersome
- stay the same
- harden
- change

Answer: <https://biology-forums.com/index.php?topic=1908956>

Question 231

Anything that causes the consumer to notice and pay attention to the brand can _____ brand awareness.

- affect
- increase
- effect
- decrease
- influence

Answer: <https://biology-forums.com/index.php?topic=1909100>

Question 232

_____ involves conflict between members at the same level within the channel.

- Horizontal channel conflict
- Circular channel conflict
- Multichannel conflict
- Vertical channel conflict
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908964>

Question 233

After implementing the communications plan, how might marketing managers communicate the outcomes of their efforts?

Answer: <https://biology-forums.com/index.php?topic=1909179>

Question 234

Transfer prices can be set arbitrarily because, as an internal transaction, there are no financial implications to charging transfer prices that are too high or too low.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909464>

Question 235

Question 1. A product such as nylon (e.g., numerous uses—parachutes, hosiery, shirts, carpeting, et cetera) has been characterized as having a _____ pattern to its product lifecycle.

- scalloped
- fad
- cycle-recycle
- growth-slump-maturity
- triangular

Question 2. When Mel chose his new home, he picked a Cape Cod design. Cape Cod is best described as a(n) _____ in home design.

- fad
- technological
- ideation
- style
- fashion

Answer: <https://biology-forums.com/index.php?topic=1908747>

Question 236

Question 1. A _____ can be defined as any information-bearing experience a customer or prospect has with the brand, the product category, or the market that relates to the marketer's product or service.

- brand value
- brand contact
- brand element
- brand character
- brand trait

Question 2. The rapid expansion of _____ has created opportunities to personalize marketing.

- globalization
- standardization
- CD technology
- the Internet
- target marketing

Answer: <https://biology-forums.com/index.php?topic=1908717>

Question 237

The danger with cause-related marketing is that it can backfire if cynical consumers question the link between the product and the cause and see the firm as self-serving and exploitive.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909514>

Question 238

Define conjoint analysis and identify the reason why marketers use this concept in market testing.

Answer: <https://biology-forums.com/index.php?topic=1909421>

Question 239

Market leaders tend to miss trends when they are risk adverse, obsessed about protecting their existing markets and physical resources, and more interested in _____ than innovation.

- profits

- customer selectivity
- customer loyalty
- price selectivity
- efficiency

Answer: <https://biology-forums.com/index.php?topic=1909492>

Question 240

Question 1. After developing the research plan, the marketing researcher should define the problem and research objectives.

- true
- false

Question 2. All research must begin with an exploratory research study.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908560>

Question 241

Question 1. The overabundance of information available on the Internet has made it more difficult for consumers to compare product features and prices.

- true
- false

Question 2. Companies can facilitate and speed external communication among customers by creating online and off-line "buzz" through brand advocates and user communities.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908463>

Question 242

Question 1. Most marketing plans cover _____.

- one year
- two years
- three years
- four years
- five years

Question 2. One of the characteristics of a good mission statement is that it has an expansive number of goals for doing business.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908490>

Question 243

Advertising often fails to increase sales for mature brands and categories in decline. The _____ is much lower for these products than for newer ones.

- advertising elasticity
- clutter
- creative brief
- flexibility
- message generation

Answer: <https://biology-forums.com/index.php?topic=1909244>

Question 244

Physical functions, title functions, and promotional functions are example of _____ flow of activity from the company to the customer.

- sidewise
- lateral
- backward
- forward
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908940>

Question 245

When Kodak coordinates successive stages of production and distribution and receives cooperation from major retailers in connection with displays, shelf space, promotions, and pricing policies due exclusively to Kodak's size and power, we call this a(n) _____.

- corporate VMS
- contractual VMS
- conventional marketing channel
- administered VMS
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908996>

Question 246

Marketing communications are the means by which firms attempt to _____, persuade, and remind consumers about the products and brands that they sell.

- interest
- inform
- attract
- reach
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909089>

Question 247

One of the advantages of television is that it combines sight, sound, and motion, appealing to the senses, high attention, and high reach. One of the disadvantages of television is its _____.

- cable channels
- fragmented markets
- censorship possibilities
- use of the "remote control" to zap through commercials
- high clutter

Answer: <https://biology-forums.com/index.php?topic=1909198>

Question 248

Consumers are more likely to recognize Stouffer's distinctive orange packages than recall the brand. When is brand recall important and when is brand recognition important?

Answer: <https://biology-forums.com/index.php?topic=1909166>

Question 249

A hybrid channel is one in which the manufacturer uses two or more different channels of distribution to reach the target markets.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908978>

Question 250

Question 1. During the growth stage of the product life cycle, prices grow along with profits.

- true
- false

Question 2. One strategy for sustaining rapid growth during the growth stage of the product life cycle is for the firm to add flanker products.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908772>

Question 251

Question 1. Once a market has consolidated, it will remain consolidated until the product class dies.

- true
- false

Question 2. Assume that you are the marketing manager for a large appliance manufacturer. You have had five quarters of rapid sales growth and would like to prolong the eventual downturn that always follows periods of high growth for as long as possible. You also know that any one of six strategies for sustaining rapid market growth can be used to achieve your objective. What are the six generally accepted strategies for sustaining rapid growth in a market from which you will make your choice?

Answer: <https://biology-forums.com/index.php?topic=1908777>

Question 252

Question 1. Which of the following reflects high trust between business sellers and buyers?

- Minimal customer education and support

- Incentive alignment for seller, not customer gains
- Distorted and hidden information
- Customers help design products individually and through committees
- Limited or biased product comparisons and advice

Question 2. Research has found that buyer-supplier relationships differed according to four factors. Which of the following would NOT be among those factors?

- Complexity of supply
- Importance of supply
- Availability of alternatives
- Demand market conservatism
- Supply market dynamism

Answer: <https://biology-forums.com/index.php?topic=1908639>

Question 253

The final price charged by the company does not necessarily have to take into account the brand's quality and advertising relative to competition.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908907>

Question 254

Question 1. Employees thrive in customer-contact positions when they have an internal drive to _____.

- pamper customers
- develop a personal relationship with customers
- deliver quality service to solve customers' problems
- accurately read customer needs
- all of the above

Question 2. To provide the best support, a manufacturer must identify the services customers value most and their relative importance. Johnson Controls introduced services that extend beyond its climate control equipment and components business to manage integrated facilities by offering products and services that optimize energy use and improve comfort and security. This is an example of adding _____.

- extended warranties
- facilitating services
- life-cycle services
- service contracts
- value-augmenting services

Answer: <https://biology-forums.com/index.php?topic=1908862>

Question 255

The term "concentration" when used in the context of advertising means that the advertiser will _____.

- run all the ads for the product within a specific period of time
- spend all of the advertising dollars in a single period
- not spend all of the advertising dollars in a single period
- run heavy advertising day and night for a short period of time
- spend all of the advertising dollars across a specific time period

Answer: <https://biology-forums.com/index.php?topic=1909209>

Question 256

Question 1. Regulation of industries has created greater competition and growth opportunities because the playing field has been leveled.

- true
- false

Question 2. Industry boundaries are blurring at an incredible rate as companies are recognizing that new opportunities lie at the intersection of two or more industries.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908462>

Question 257

Question 1. If a marketing researcher bases his or her sample on population members who are good prospects for accurate information, a judgment sample has been selected.

- true
- false

Question 2. If a marketing researcher is looking for a contact method that can gather information quickly and allow the interviewer to clarify questions if

necessary, he or she will choose the telephone interview method.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908564>

Question 258

Trying to maximize market share, a firm would be best served to use a market-skimming pricing strategy.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908898>

Question 259

Market demassification has benefited direct marketers. An example of the ever-increasing number of market niches would be _____.

- a full-service clothing firm
- Wal-Mart's e-commerce site
- a general supply firm
- tools for left-handed individuals
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909320>

Question 260

How would you go about performing a risk analysis to estimate your company's profit on a potential new product?

Answer: <https://biology-forums.com/index.php?topic=1909422>

Question 261

A company should motivate its employees to submit new ideas to a(n) _____, whose name and phone number are widely circulated.

- advertising manager
- creative manager
- senior product manager
- idea manager
- top management person

Answer: <https://biology-forums.com/index.php?topic=1909355>

Question 262

Question 1. In the hospitality industry, the two largest expositions are the American Hotel & Lodging Association conference and the _____ annual exposition.

- National Restaurant Association
- International Hotel/Motel & Restaurant Show
- Hospitality Design Expo
- Food Safety Executives

Question 2. Large facilities where meetings and expositions are held, usually in city centers, are known as:

- destination centers
- conference centers
- convention and visitors' bureaus
- convention centers

Answer: <https://biology-forums.com/index.php?topic=1908698>

Question 263

A global firm is a firm that operates in more than one country and captures R&D, production, logistical, marketing, and financial advantages not available to purely domestic competitors.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909436>

Question 264

Question 1. Manufacturers of equipment must provide product-support services. Product-support services are becoming a major battleground for competitive advantages. Firms that provide high-quality service outperform their less-service-orientated competitors. In service support programs, customers generally have three specific worries. List these three worries and briefly explain each.

Question 2. Several strategies exist for managing supply and demand of services. List the strategies for both managing "supply" and then for managing "demand."

Answer: <https://biology-forums.com/index.php?topic=1908851>

Question 265

E-business means that the company or site offers to transact or facilitate the selling of products and services online.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908995>

Question 266

Private-label merchandise is also known as store, house, or distributor brands.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909078>

Question 267

In licensing, the licensor issues a license to a foreign company to use an item of value for a fee or royalty.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909451>

Question 268

Question 1. Consumers often choose and use brands that have a brand personality that is matched to the consumer's _____ (how one would like to view oneself).

- actual self-concept
- dual self-concept
- ideal self-concept
- others' self-concept
- perceptual self-concept

Question 2. Ford believes its cars to be of higher quality than GM's but thinks that consumers wrongly believe the opposite. Ford might employ a(n) _____ strategy to change buyers' perceptions of its competition.

- competitive depositioning
- real repositioning
- biased repositioning
- psychological repositioning
- attribute repositioning

Answer: <https://biology-forums.com/index.php?topic=1908628>

Question 269

Question 1. In discussions with the packaging design team, it seems that they are unclear as to what should be included on the final product (consumer package) packaging. You list these objectives in a memo. List these objectives here.

Question 2. Your service firm is contemplating adding a "guarantee" component. Members of senior management are unclear as to the marketing advantages of a guarantee. How would you convince members of senior management that a guarantee can provide a marketing advantage?

Answer: <https://biology-forums.com/index.php?topic=1908833>

Question 270

In controlled test marketing, a research firm manages a panel of stores that will carry new products for a fee.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909369>

Question 271

Question 1. Your company desires to have positive customer-based brand equity. What has to occur for this to happen?

Question 2. Volvo has a strong brand association with respect to brand knowledge when consumers perceive it as a very safe care (safety). Explain the concept of brand knowledge.

Answer: <https://biology-forums.com/index.php?topic=1908737>

Question 272

Most companies would prefer to enter the international marketplace because their national markets are too small for continued growth.

- true

- false

Answer: <https://biology-forums.com/index.php?topic=1909439>

Question 273

The lower price of generics is made possible by lower-quality ingredients, lower-cost labeling and packaging, and minimal advertising.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909080>

Question 274

An innovation is any good, service, or idea that is "new to the world."

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909372>

Question 275

A competitive product is advertised as being able to "keep the floor clean" for six months. Testing by your firms' laboratories refutes this advertising message. Under U.S. law, the competition is practicing _____.

- acceptable risks
- puffery
- creative license
- deceptive advertising
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909247>

Question 276

In designing and evaluating an ad campaign, it is important to distinguish the message strategy or positioning of an ad from its _____.

- brand strategy
- test strategy
- creative strategy
- medium strategy
- corporate strategy

Answer: <https://biology-forums.com/index.php?topic=1909185>

Question 277

When companies sell on the Internet, price becomes transparent, and price differentiation between countries declines.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909465>

Question 278

Question 1. Critics of Nike often complain that its shoes cost almost nothing to make, yet cost the consumer so much. Identify the elements of providing and communicating value that add to Nike's cost structure and result in the high price of Nike's shoes.

Question 2. Goodwin's Grocery has decided to purchase a meat-processing plant to gain more control of its beef supply and improve profits. Which form of integrative growth strategy has Goodwin's employed?

Answer: <https://biology-forums.com/index.php?topic=1908508>

Question 279

_____ links the firm's contributions to a designated cause to customers' engaging directly or indirectly in revenue-producing transactions with the firm.

- Social-responsibility marketing
- Cause-related marketing
- Trade marketing
- Action marketing
- Proactive marketing

Answer: <https://biology-forums.com/index.php?topic=1909497>

Question 280

Question 1. Because of their versatility and speed, the use of telephone interviewing as a marketing research tool is projected to increase dramatically

over the next few years.

- true
- false

Question 2. A good illustration of what is called the arranged interview occurs when interviewers stop people in a shopping mall or on a busy street and solicit information necessary to their research effort.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908565>

Question 281

In developing an advertising program, marketing managers can make five major decisions known as the five Ms. Which of the following is NOT one of the five Ms?

- Mission
- Media
- Minimum
- Money
- Message

Answer: <https://biology-forums.com/index.php?topic=1909182>

Question 282

Question 1. Companies that attempt to increase market share by cutting prices more deeply than competitors typically achieve significant gains.

- true
- false

Question 2. Assume that you are the marketing manager for a market challenger that is seeking to attack the market leader with an encirclement attack. Describe the encirclement attack and evaluate probable success using this strategy.

Answer: <https://biology-forums.com/index.php?topic=1908804>

Question 283

Question 1. Marketing researchers should have a healthy skepticism toward glib assumptions made by managers about how a market works.

- true
- false

Question 2. Marketing-mix modeling is used to estimate causal relationships and measure how marketing activity affects outcomes.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908567>

Question 284

One of the advantages of television is that the large number of ads and nonprogramming material on television creates clutter that makes it easy for consumers to ignore or forget the ad.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909229>

Question 285

Question 1. The digital revolution has placed a whole new set of capabilities in the hands of consumers and businesses. Consider what consumers have today that they didn't have yesterday. As indicated in the chapter, what would appear on such a list?

Question 2. With respect to the core business processes, the _____ includes all the activities involved in researching, developing, and launching new high-quality offerings quickly and within budget.

- product-development process
- new-offering realization process
- return on investment process
- product-launch process
- new-product process

Answer: <https://biology-forums.com/index.php?topic=1908483>

Question 286

The five types of power available to the producer to elicit cooperation from channel members includes all of the following EXCEPT _____ power.

- position
- expert
- coercive

- referent
- reward

Answer: <https://biology-forums.com/index.php?topic=1908955>

Question 287

Question 1. The expectancy-value model of attitude formation posits that consumers evaluate products and services by combining their brand beliefs according to importance.

- true
- false

Question 2. If a company finds that a consumer has chosen a competitive product over their company's offering, one way to get the consumer back could be by developing a strategy wherein the company "shifts the buyer's ideals" on one or more levels.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908619>

Question 288

You have been asked to participate in an idea-generating session at work. You and your group have been asked to list all the normal assumptions about desk chairs and then asked to reverse them. What creative technique area you using?

Answer: <https://biology-forums.com/index.php?topic=1909417>

Question 289

Question 1. James collected primary data when he distributed a survey to dorm residents to discover their attitudes and opinions on campus life.

- true
- false

Question 2. Researchers frequently should and do successfully generalize findings from focus-group participants to the whole market.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908561>

Question 290

The text would define eBay, a third party that creates markets by linking buyers and sellers, as a _____.

- market maker
- customer communities
- infomediaries
- supplier
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909002>

Question 291

Question 1. A niche is characterized as being all of the following EXCEPT that _____.

- the nicher gains certain economies through specialization
- the customers will pay a premium to the firm that satisfies their needs
- the niche is not likely to attract other competitors
- the customers generally have smaller amounts of income
- the customers in the niche have a distinct set of needs

Question 2. If a marketer decides to segment a market based on neighborhoods, the marketer will have chosen the _____ method of segmentation.

- social class
- psychographic
- geographic
- cultural
- demographic

Answer: <https://biology-forums.com/index.php?topic=1908703>

Question 292

Question 1. _____ marketing aims to build mutually satisfying long-term relations with key parties such as customers, suppliers, distributors, and other marketing partners.

- Demand-based
- Relationship
- Synthetic
- Holistic

- Direct

Question 2. The strength of the _____ depends on the mutually profitable business relationships built by the company and its supporting stakeholders.

- supply chain network
- integrated network
- marketing network
- holistic union
- sales network

Answer: <https://biology-forums.com/index.php?topic=1908455>

Question 293

Question 1. When consumers evaluate the risks associated with a purchase, only real risks with a high likelihood of occurrence are important.

- true
- false

Question 2. If a product poses a threat to the physical well-being of a consumer, this is called psychological risk.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908621>

Question 294

Top marketing companies typically employ either a push or a pull strategy.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908976>

Question 295

Every individual consumer typically chooses the same channels for serving all of their shopping needs in making a purchase.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908982>

Question 296

SuperToy Co. just came out with a new remote controlled motorcycle, with a special battery pack that is purchased separately. When assessing the cash flows associated with the new toy, income from the purchase of the battery pack is considered _____.

- intrinsic income
- disruptive income
- incremental income
- dragalong income
- cannibalized income

Answer: <https://biology-forums.com/index.php?topic=1909399>

Question 297

A multiple media campaign deployed within a tightly defined time frame can increase message _____.

- content and delivery
- reach and impact
- delivery and reach
- impact and awareness
- awareness and content

Answer: <https://biology-forums.com/index.php?topic=1909124>

Question 298

In order to maintain a market focus, companies are requiring that their salespeople be marketers as well as salespeople. Explain some of the additional skills required of salespeople in their role as marketers.

Answer: <https://biology-forums.com/index.php?topic=1909344>

Question 299

Question 1. There are three steps service firms can take to increase quality control. Which of the following is NOT one of these steps?

- Monitor customer satisfaction
- Invest in good hiring procedures
- Standardize the service-performance process

- Invest in good training procedures
- Reduce customer contact points

Question 2. A _____ is a tool that allows service providers to simultaneously map out the service process, the points of customer contact, and the evidence of service from the customer's point of view.

- tangible good
- communication material
- service guarantee
- credence quality
- service blueprint

Answer: <https://biology-forums.com/index.php?topic=1908842>

Question 300

Buyers enter your market at a high rate and consumers purchase your product on almost a "daily" basis. With these two known characteristics about your consumers and market, you are better off using a(n) _____ advertising timing pattern.

- flighting
- pulsing
- concentrated
- intermittent
- continuity

Answer: <https://biology-forums.com/index.php?topic=1909256>

Question 301

Question 1. Which of the following stages of the product life cycle (PLC) is characterized as being one where there are low sales, high cost per customer, negative profits, and few competitors?

- Growth
- Introduction
- Maturity
- Abandonment
- Decline

Question 2. During which of the following stages of the product life cycle (PLC) would we expect a marketing manager to pursue a marketing objective of maximizing market share?

- Decline
- Introduction
- Maturity
- Growth
- Abandonment

Answer: <https://biology-forums.com/index.php?topic=1908757>

Question 302

If a person has a positive attitude toward a source and a message, or a negative attitude toward both, a state of congruity is said to exist.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909136>

Question 303

Question 1. Coca-Cola, Calvin Klein, Gucci, Tommy Hilfiger, Marlboro, and others have become leaders in their product categories by understanding _____ and desires and creating relevant and appealing images around their products.

- consumer market segments
- consumer behaviors
- consumer motivations
- consumer demographics
- consumer perceptions

Question 2. During the Pepsi Challenge campaign, launched while Coke was clearly the market leader by sales, consumers were given blind taste tests of Pepsi and Coke and asked which flavor they preferred. Apparently, people preferred the taste of Pepsi in blind taste tests, but bought Coke when they visited the store. This is an example of Coke's _____.

- customer-based brand equity
- service-based brand equity
- mission-driven brand equity
- attribute-based brand equity
- functional-based brand equity

Answer: <https://biology-forums.com/index.php?topic=1908726>

Question 304

Although salespeople are legally prohibited from saying things about their products that are not true, they may legally suggest things about competitors' products that are not true.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909510>

Question 305

Which of the following would improve the likelihood of starting positive buzz?

- Supply key people with product samples.
- Provide compelling information that customers want to pass along.
- Identify influential individuals and companies and devote extra effort to them.
- Work through community influentials, such as class presidents and local disk jockeys.
- All of the above

Answer: <https://biology-forums.com/index.php?topic=1909333>

Question 306

MPR serves a special constituency, _____.

- the marketing department
- shareholder activists
- ad agencies
- consumer activists
- the finance department

Answer: <https://biology-forums.com/index.php?topic=1909221>

Question 307

Question 1. Carlos always buys bread and milk when he goes grocery shopping. In this case, bread and milk are examples of impulse goods.

- true
- false

Question 2. A Maserati sports car is considered a specialty good because interested buyers will travel far to buy one.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908820>

Question 308

The influence of mass media on public opinion is as direct, powerful, and automatic as supposed.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909137>

Question 309

Your company's new pet food feeder is ready for test marketing. Define the variables that you must try to measure during the market testing.

Answer: <https://biology-forums.com/index.php?topic=1909424>

Question 310

The starting point in planning marketing communications is an audit of all the brands that customers in the target market have with the company.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909126>

Question 311

Question 1. Because of the pioneer advantage, virtually all market pioneers demonstrate market staying power and sustained product growth.

- true
- false

Question 2. Pioneers who start markets through incremental innovation have much higher survival rates than those who start a market with a really new product.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908771>

Question 312

_____ is a particularly important skill in publicizing fund-raising drives for nonprofit organizations.

- Demand-side measurement
- Event creation
- Containerization
- Supply-side measurement
- Incremental exposure

Answer: <https://biology-forums.com/index.php?topic=1909217>

Question 313

In deciding to take your product to market, one of the first considerations must be your channel or channels of distribution. If you decide to sell your product (a) in exclusive franchisee operations and (b) to mass distributors/retailers concurrently, to the same target market, this may lead to a _____.

- multichannel conflict
- good business marketing
- vertical channel conflict
- horizontal channel conflict
- rapid market penetration

Answer: <https://biology-forums.com/index.php?topic=1909000>

Question 314

Question 1. The four product-mix dimensions (length, width, depth, consistency) permit the company to expand its business.

- true
- false

Question 2. Factors that influence product-line length do NOT include company objectives or management aspirations.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908824>

Question 315

As a sponsoring organization of a recent sporting event, your ad agency presents you with the following information: "Our brand was visible on national television for a total of 500 second; this exposure represents \$100,000 in advertising based on the national rate." This is an example of a _____ measurement.

- share-of-voice
- market-share
- supply-side
- demand-side
- share-of-market

Answer: <https://biology-forums.com/index.php?topic=1909260>

Question 316

Marketing public relations plays an important role in specific tasks. List these six tasks.

Answer: <https://biology-forums.com/index.php?topic=1909240>

Question 317

List some of the benefits of a working integrated marketing communications program.

Answer: <https://biology-forums.com/index.php?topic=1909180>

Question 318

Explain the difference between everyday low pricing (EDLP) and high-low pricing.

Answer: <https://biology-forums.com/index.php?topic=1908918>

Question 319

Question 1. A good illustration of a syndicated-service research firm is Nielsen Media Research.

- true
- false

Question 2. One way companies can conduct market research in a creative and affordable way is to engage students to design and carry out projects,

such as the Innovation Challenge sponsored by American Express, GE, and Hilton Hotels.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908559>

Question 320

In constructing an effective direct-mail campaign, marketers must decide on their objectives, target markets, and prospects; offer elements; means of testing the campaign; and _____.

- advertising campaign
- salespeople's input
- management's input
- measures of campaign success
- sales promotions

Answer: <https://biology-forums.com/index.php?topic=1909286>

Question 321

Developed nations and the prosperous parts of developing nations account for about _____ of the world's population.

- 50%
- 30%
- 10%
- 20%
- 40%

Answer: <https://biology-forums.com/index.php?topic=1909479>

Question 322

Question 1. A group of firms following the same strategy in a given target market is called a(n) _____.

- strategic group
- cartel
- cooperative
- informal alliance
- cabal

Question 2. An example of a strategic group in the appliance industry would be one where _____.

- multinational operations are mandated
- there is a value orientation rather than a cost orientation
- competitors have broad lines, medium manufacturing costs, low service responsibility, and low prices
- a common promotional theme is used
- there is a large franchised dealer system

Answer: <https://biology-forums.com/index.php?topic=1908784>

Question 323

Question 1. The customer will judge the offering by three basis elements: _____, services mix and quality, and price.

- price
- salespeople
- product features and quality
- performance
- none of the above

Question 2. The way the user performs the tasks of getting and using products and related services is the user's total _____.

- consistent use system
- augmented system
- consumption system
- consumable system
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908813>

Question 324

Communications that use cute babies, puppies, or provocative sex appeals are often employed to attract consumer attention and raise their involvement with an ad. What are some of the usages for "borrowed-interest" devices?

Answer: <https://biology-forums.com/index.php?topic=1909169>

Question 325

Regarding distribution systems, one of the most difficult decision that a firm must make at some time involves _____ the channel strategy.

- increasing members of
- decreasing members of
- discontinuing
- scrapping
- revising

Answer: <https://biology-forums.com/index.php?topic=1908957>

Question 326

When forces for global integration are high and forces for national responsiveness are weak, a strategy that _____ makes sense.

- treats the world as a single market
- customizes marketing messages to each region of the world
- treats the world as a heterogeneous market
- tailors the product on a city-by-city basis
- segments consumers on a regional basis

Answer: <https://biology-forums.com/index.php?topic=1909433>

Question 327

As a newly hired marketing associate, you have been given the responsibility to reduce the costs of your product by utilizing a process called "target costing." Explain how you would go about implementing a target costing program.

Answer: <https://biology-forums.com/index.php?topic=1908917>

Question 328

When a relationship management program is properly implemented, the organization will begin to focus as much on managing its customers as on managing its _____.

- personnel
- markets
- brands
- finances
- products

Answer: <https://biology-forums.com/index.php?topic=1909313>

Question 329

Once a company decides to target a particular country, it must determine the best mode of entry. Its broad choices are indirect exporting, direct exporting, licensing, joint ventures, and direct investment.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909446>

Question 330

In assessing the collective impact of an IMC program, the marketer's overriding goal is to create the most effective and efficient communications program possible. The criterion of _____ is the proportion of the audience reached by each communication option employed, as well as how much overlap exists among communication options.

- coverage
- complementarity
- commonality
- contribution
- versatility

Answer: <https://biology-forums.com/index.php?topic=1909161>

Question 331

Question 1. What is permission marketing and why does it work?

Question 2. Distinguish between brand identity and brand image.

Answer: <https://biology-forums.com/index.php?topic=1908739>

Question 332

Cash donations are the most productive contribution that businesses can make to a nonprofit or community group.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909515>

Question 333

Question 1. _____ is(are) the set of measures that helps firms to quantify, compare, and interpret their marketing performance.

- Marketing intelligence
- Psychographics
- Marketing diagnostics
- Marketing metrics
- Demographics

Question 2. London Business School's Tim Ambler believes evaluation of marketing performance can be split into two parts: _____.

- (1) long-term results and (2) changes in consumer perceptions
- (1) changes in market share and (2) changes in profitability
- (1) short-term results and (2) changes in brand equity
- (1) long-term results and (2) changes in brand equity
- (1) short-term results and (2) changes in profitability

Answer: <https://biology-forums.com/index.php?topic=1908553>

Question 334

Your company has customer-service representatives who provide you with leads, writes up proposals, fulfill orders, and provide postsale support. Your responsibilities are to concentrate on the larger accounts with more complex and customized needs. This is an example of a(n) _____.

- telemarketer
- account management sales force
- direct sales force
- leveraged sales force
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909319>

Question 335

Readers of Vogue may pay more attention to ads than do readers of Newsweek. In this example, Vogue has greater _____ than Newsweek.

- lead generation
- ad-placement policies
- audience quality
- audience-attention probability
- editorial quality

Answer: <https://biology-forums.com/index.php?topic=1909205>

Question 336

List the main elements in the "trade-relations mix" between producers and channel members.

Answer: <https://biology-forums.com/index.php?topic=1909014>

Question 337

Delegating some of the selling functions to intermediaries means loss of control over how and to whom the products are sold.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908985>

Question 338

Question 1. I have switched my dry cleaning provider because the cleaner did not perform up to my standards. This is an example of which of the following factors leading to customer switching behavior?

- Response to service failure
- Core service failure
- Competition
- Involuntary switching
- Service encounter failure

Question 2. After sending registered letters to the roofing company, numerous attempts to contact the president of the company by phone, and sending copies of the complaint to the Better Business Bureau, you finally received a response from the firm that did not satisfy you. In desperation, you decided to have another company complete the repairs to your home. This is an example of what kind of customer switching behavior on your part?

- Response to service failure
- Service encounter failures
- Competition
- Involuntary switching

- Inconvenience

Answer: <https://biology-forums.com/index.php?topic=1908857>

Question 339

One of the advantages of radio advertising is its flexibility.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909232>

Question 340

Question 1. The product hierarchy stretches from basic needs to particular items that satisfy those needs.

- true
- false

Question 2. A product system is a group of diverse but related items that function in a compatible manner and includes the product mix and product assortment.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908823>

Question 341

_____ describes the use of electronic means and platforms to conduct a company's business.

- E-marketing
- None of the above
- E-purchasing
- E-business
- E-commerce

Answer: <https://biology-forums.com/index.php?topic=1908969>

Question 342

The impact of country of origin is independent of the type of product.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909472>

Question 343

Explain the concept of "impact."

Answer: <https://biology-forums.com/index.php?topic=1909268>

Question 344

Question 1. Business buyers often select suppliers who also buy from them.

- true
- false

Question 2. Small business owners typically engage in long-range planning in order to effectively budget for purchases over the upcoming three to five years.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908641>

Question 345

Question 1. Initiators are those who authorize the proposed action of deciders or buyers.

- true
- false

Question 2. Users perform all seven roles in the buying center because of their direct tie to the product and what it is supposed to do.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908645>

Question 346

Corporate philanthropy can pose problems even when done with the best intentions. How so?

Answer: <https://biology-forums.com/index.php?topic=1909530>

Question 347

Question 1. Industry boundaries are blurring rapidly as companies identify new opportunities at the intersection of two or more industries—this is called _____.

- acquisition
- heightened competition
- globalization
- customization
- industry convergence

Question 2. In response to giant retailers and category killers, entrepreneurial retailers are building entertainment into stores with coffee bars, lectures, demonstrations, and performances. They are marketing a(n) _____ rather than a product assortment.

- customer value
- experience
- total service solution
- customer delight
- intangible benefit(s)

Answer: <https://biology-forums.com/index.php?topic=1908448>

Question 348

In setting up your company's channel of distribution, you arranged for the company's products to be carried by a select set of outlets and required that these outlets not carry competitive products. What are the benefits to the company and to the distributor in entering into such an exclusive distribution and exclusive dealing arrangement?

Answer: <https://biology-forums.com/index.php?topic=1909023>

Question 349

Companies that produce many products for many markets may adopt a _____ marketing organization.

- top-down
- brand
- matrix
- flat
- product

Answer: <https://biology-forums.com/index.php?topic=1909489>

Question 350

Question 1. Larger package sizes have been shown to increase the amount of product that consumers use at one time. This is an example of increasing sales through increasing the amount of consumption.

- true
- false

Question 2. Because consumers generally fail to recognize when their toothbrushes need to be replaced, many new toothbrushes have a colored set of bristles that fade with wear, signaling the consumer that he or she needs to buy a new toothbrush. This is an example of increasing sales through increasing the frequency of consumption.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908801>

Question 351

The way the promotional material gets to the consumer is known as the _____. For example, a 15-cents-off coupon can be sent by mail, offered in stores, or attached to the product packaging.

- condition
- implementation
- distribution vehicle
- supply side
- duration

Answer: <https://biology-forums.com/index.php?topic=1909259>

Question 352

Question 1. One of the biggest obstacles to conducting international research is _____.

- religious bias
- lack of management's commitment in this area

- cost
- language difficulties
- lack of consistency

Question 2.A _____ has been defined as being a coordinated collection of data, systems, tools, and techniques with supporting software and hardware by which an organization gathers and interprets relevant information from business and environment and turns it into a basis for marketing action.

- database management system
- marketing intelligence system
- marketing research system
- marketing information system
- marketing decision support system

Answer: <https://biology-forums.com/index.php?topic=1908551>

Question 353

MERCOSUR is a free trade zone linking which of the following South American countries?

- Canada, Brazil, and Paraguay
- Brazil, Argentina, Paraguay, and Venezuela
- Mexico, Japan, Brazil, Paraguay, and Venezuela
- Mexico, Brazil, and Paraguay
- Brazil, Argentina, Paraguay, Uruguay, and Venezuela

Answer: <https://biology-forums.com/index.php?topic=1909429>

Question 354

Although the overwhelming bulk of goods and services are sold through stores, nonstore retailing has been growing much faster than store retailing. Nonstore retailing falls into four major categories. List and briefly define each category.

Answer: <https://biology-forums.com/index.php?topic=1909086>

Question 355

Question 1. When U.S. tobacco companies acknowledged the growing curbs on cigarette smoking and decided to move into new industries, such as beer, liquor, and soft drinks, they were employing a market broadening mobile defense.

- true
- false

Question 2. Profitability always rises with market share gains.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908803>

Question 356

The key to effectively using perceived-value pricing is always to deliver the same or equal value as your competitors.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908904>

Question 357

Question 1. During the _____ phase of market evolution, if a new product sells well, new firms enter the market.

- induction
- decline
- growth
- maturity
- emergence

Question 2. As market growth slows during the maturity stage of market evolution, the market splits into finer segments and high _____ occurs.

- market fragmentation
- market ideation
- market deflation
- market consolidation
- market escalation

Answer: <https://biology-forums.com/index.php?topic=1908760>

Question 358

All products have experienced heavy discounting in recent years.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908887>

Question 359

Question 1. According to principles found in database construction and usage, a "carpet bombing" mailing of a new offer is usually the most successful strategy.

- true
- false

Question 2. If a company were pursuing a policy of networking externally, it might collect competitors' ads or look up news stories about competitors.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908529>

Question 360

The ad agency you are working with cites studies that show that consumers wait until the last minute to make buying decisions and in fact, one study suggested that over 74% of all buying decisions are made in the store. The ad agency is urging you to approve the creation of _____ to capitalize on these spontaneous buying decisions.

- flyers
- print material
- point-of-purchase material
- coupons
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909252>

Question 361

Question 1. According to the BRANDZ model of brand strength, brand building involves a sequential series of steps. Which of these steps would address or answer the question "Do I know about it?"

- bonding
- presence
- advantage
- relevance
- performance

Question 2. All of the following are considered to be among the "six brand building blocks" EXCEPT _____.

- brand imagery
- brand salience
- brand performance
- brand feelings
- brand pride

Answer: <https://biology-forums.com/index.php?topic=1908715>

Question 362

A well-chosen celebrity can draw attention to a product or brand. The choice of the celebrity is critical. The celebrity should have high recognition, high positive affect, and high _____ to the product.

- fit
- interest
- attachment
- appropriateness
- relevancy

Answer: <https://biology-forums.com/index.php?topic=1909117>

Question 363

Retailers are rapidly improving their skills in demand forecasting, merchandise selection, stock control, space allocation, and _____.

- display
- advertising
- choosing the media mix
- selecting the marketing channels
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909038>

Question 364

In deciding on an ad budget, marketers must recognize that consumer response can be _____-shaped: An ad threshold effect exists where some positive amount of advertising is necessary before any sales impact can be detected, but sales increases eventually flatten out.

- S
- C
- T
- Y
- M

Answer: <https://biology-forums.com/index.php?topic=1909187>

Question 365

Question 1. When IKEA noticed that people wanted good furniture at a substantially lower price and created knockdown furniture, they demonstrated marketing savvy and turned a private or social need into a(n) _____.

- customer want
- product development
- profitable business opportunity
- market need
- invention

Question 2. Car rental firms, barbers, and management consultants provide _____.

- goods
- experiences
- places
- information
- services

Answer: <https://biology-forums.com/index.php?topic=1908477>

Question 366

It is important for the company to select its channel members carefully because to the customers, the channels _____ the company.

- are
- distance themselves from
- look like
- are not
- are independent entrepreneurs of

Answer: <https://biology-forums.com/index.php?topic=1908953>

Question 367

Explain the formula for measuring sales impact of advertising.

Answer: <https://biology-forums.com/index.php?topic=1909274>

Question 368

Thinking of the target market first, then designing the supply chain backward from that point is called demand chain planning.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908983>

Question 369

You have been asked to participate in an idea-generating session. The moderator gives you the following directions: "List the attributes of the object in front of you (a cup), now modify each attribute by replacing each attribute with another." You are participating in what kind of creativity techniques?

- Attribute listing
- Morphological analysis
- Forced relationships
- Mind mapping
- Reverse assumption analysis

Answer: <https://biology-forums.com/index.php?topic=1909395>

Question 370

Question 1. All of the following would be considered to be strategies for approaching consumers who had rejected your company's model of a product for another competitive brand EXCEPT _____.

- alter beliefs about your company's brand

- covertly alter the qualitative data about your product
- call attention to neglected attributes
- redesign your company's product
- alter beliefs about competitors' brands

Question 2. With respect to consumer purchase intention, all of the following would be among the subdecisions made by consumers EXCEPT

- _____.
- emotional value
 - timing
 - brand
 - payment method
 - dealer

Answer: <https://biology-forums.com/index.php?topic=1908617>

Question 371

When customers fall into different user groups with distinct buying preferences and practices, a _____ is desirable.

- product-management organization
- BAMT organization
- market-management organization
- brand-management organization
- flattened organization

Answer: <https://biology-forums.com/index.php?topic=1909486>

Question 372

In deciding to use a particular incentive, marketers have several factors to consider. One of these factors is _____.

- distribution vehicle
- size
- promotion budget
- duration
- all of the above

Answer: <https://biology-forums.com/index.php?topic=1909213>

Question 373

Question 1. Most products are in the growth stage of the life cycle, and most marketing managers cope with the problem of sustaining growth.

- true
- false

Question 2. In the maturity stage of the product life cycle, three phases appear to exist: growth, decay, and abandonment.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908773>

Question 374

In describing the experience of using Coast soap for the first time ("The Eye Opener!"), we are describing a nonproduct benefit or image. This is the definition of what type of appeal?

Answer: <https://biology-forums.com/index.php?topic=1909168>

Question 375

How can salespeople act as missionaries for their companies?

Answer: <https://biology-forums.com/index.php?topic=1909341>

Question 376

Companies must adopt and disseminate a written code of ethics, build a company tradition of ethical behavior, and hold their people fully responsible for observing ethics and legal guidelines if they wish to demonstrate ethical behavior.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909508>

Question 377

Question 1. Irene and Dave Washburn are part of a long-term _____. The Washburn's supply a national research firm with information about their brand habits, preferences, dislikes, and beliefs on a monthly basis for a period of two years.

- brand-tracking study

- promotion management study
- psychological profile study
- demographic study
- image study

Question 2. Dannon has introduced several types of Dannon yogurt _____ through the years—Fruit on the Bottom, All Natural Flavors, and Fruit Blends.

- family brands
- category extensions
- brand extensions
- subbrands
- line extensions

Answer: <https://biology-forums.com/index.php?topic=1908733>

Question 378

Once the target market is defined, the marketer needs to obtain specific names, which can be obtained by purchasing a list of names. The better lists include overlays of _____ and _____ information.

- financial; buying groups
- demographic; financial
- demographic; attitudes
- demographic; psychographic
- opinions; interests

Answer: <https://biology-forums.com/index.php?topic=1909289>

Question 379

A textbook manufacturer uses a direct sales force to reach the college market, a telemarketing division to reach small independent bookstore owners, and rack jobbers to reach retail outlets. This is an example of what type of marketing systems?

Answer: <https://biology-forums.com/index.php?topic=1909018>

Question 380

The product-management organization replaces the function organization in the firm managing a variety of brands and products.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909503>

Question 381

Question 1. For an MBO (management by objectives) system to work, one of the four criteria that the unit's objectives must meet is that objectives must be stated quantitatively whenever possible.

- true
- false

Question 2. A good illustration of a marketing objective would to "decrease customer acquisition costs by 1.5 percent per quarter."

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908496>

Question 382

Direct marketers can time their offer to reach their prospects at the right moment and as a result receive higher readership because of the offer's applicability. An example of such "right moment" timing would be _____.

- senior citizens receiving offers on retirement planning
- generation Xers receiving retirement-planning offers
- parents of newborn babies receiving coupons in the mail
- baby boomers receiving information on first-time home ownership
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909321>

Question 383

Question 1. The most important task of a marketing researcher is to _____.

- identify consumer insights
- identify potential market openings for the firm to exploit
- assess the efficiency and effectiveness of marketing activities
- develop new product offerings

- all of the above

Question 2.3M tracks the proportion of sales resulting from its recent innovations. This measurement is an example of a _____.

- secondary information search
- target market
- consumer insight
- sales forecast
- marketing metric

Answer: <https://biology-forums.com/index.php?topic=1908580>

Question 384

When prices start off high and are slowly lowered over time, this is called market-skimming pricing.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908899>

Question 385

The five stages of the consumer adoption process are awareness, interest, evaluation, purchase, and disposal.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909373>

Question 386

Question 1. Once a SWOT analysis has been completed, the strategic planner is ready to proceed to the goal formulation stage of the strategic-planning process model.

- true
- false

Question 2. In applying MBO (management by objectives) all objectives are treated as being equally important—objective discrimination is not allowed.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908495>

Question 387

Question 1. If a marketing researcher were to use careful observation, hypotheses, prediction, and testing to ensure that his or her marketing research efforts were of the highest quality, the researcher would have then used _____ characteristic of good marketing research to assist in the research effort.

- ethical marketing
- scientific method
- interdependence of models and data
- research creativity
- multiple methods

Question 2. Some marketing managers view marketing research as little more than a clerical activity and treat it as such. This is a reflection of which of the barriers that must be overcome if successful marketing research is to occur?

- Uneven caliber of researchers
- Personality differences
- Erroneous findings
- Poor framing of the problem
- Presentation differences

Answer: <https://biology-forums.com/index.php?topic=1908579>

Question 388

High-involvement shoppers gather information in all channels, purchasing in a low-cost channel, but taking advantage of customer support from a high-touch channel.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908981>

Question 389

Raising the level of socially responsible marketing calls for a three-pronged attack that relies on _____.

- proper legal, ethical, and marketing communications
- legal, ethical, and acceptable behavior

- proper legal, ethical, and socially responsibility behavior
- ethical, responsible, and clear behavior
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909495>

Question 390

Exclusive distribution involves the use of more than a few but less than all of the intermediaries that are willing to carry your product.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908994>

Question 391

Question 1. One of the more unusual hotels in the world is the _____ hotel where guests have a space of 7 feet by 7 feet including a bed and a television.

Question 2. In most hotels, the executive committee:

- makes all decisions
- sets room rates
- is involved in all major decisions, but ultimately responsibility lies with the general manager
- is responsible for creating the annual marketing plan

Answer: <https://biology-forums.com/index.php?topic=1908669>

Question 392

In designing and evaluating an ad campaign, it is important to distinguish between what two strategies?

Answer: <https://biology-forums.com/index.php?topic=1909263>

Question 393

In measuring communication results, senior managers want to know the outcomes and revenues resulting from their communications investments.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909145>

Question 394

Question 1. Barry's company sells in a nonexpansible market. As a marketer, Barry should focus on _____.

- decreasing the marketing sensitivity of demand for his product
- improving his company's market share by attracting competitors' customers
- increasing marketing expenditure to increase the overall market size
- more effectively allocating his budget to increase demand for his company's product category
- all of the above

Question 2. A high market-penetration index suggests that _____.

- a substantial growth potential exists for all firms in the market
- it would be great time to expand distribution outlets
- mistakes have been made in selecting the correct promotional alternatives
- there will be increased costs of attracting the few remaining prospects
- the price of the product or service is too high with respect to competition

Answer: <https://biology-forums.com/index.php?topic=1908582>

Question 395

Question 1. Another term for high customer _____ is customer churn.

- defection
- retention
- value
- perception
- belief

Question 2. People with the motivation, ability, and opportunity to make a purchase are known as _____.

- prospects
- partners
- advocates
- members
- potentials

Answer: <https://biology-forums.com/index.php?topic=1908587>

Question 396

The term sales representative covers a broad range of positions. We call a sales representative whose expertise is in the solving of a customer's problem a(n) _____.

- technician
- demand creator
- solution vendor
- missionary
- order taker

Answer: <https://biology-forums.com/index.php?topic=1909297>

Question 397

Your search for tires for your car has identified hundreds of choices. Included in these choices were some brand names that you were unaware of or whose brand you have never heard of before but that contained some innovative features. In the adoption process, what would your next step be?

Answer: <https://biology-forums.com/index.php?topic=1909426>

Question 398

Every store has a "look" and a physical layout that makes it hard or easy to move around. These elements constitute a store's _____.

- transition zone
- atmosphere
- brands
- layout
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909046>

Question 399

Question 1. Francis Kelly and Barry Silverstein define a _____ as one that stands out, not just in its own product category but from all other brands, and that achieves significant results in the marketplace.

- negatively correlated brand attribute
- breakaway brand
- point-of-parity
- point-of-difference
- fragmented market

Question 2. If an entrepreneur discovers that her firm's market is one of diffused preferences, she can use a _____ to expand sales while keeping costs low.

- bipolar design strategy
- single-niche strategy
- standardized niche strategy
- mass-market strategy
- multiple-niche strategy

Answer: <https://biology-forums.com/index.php?topic=1908759>

Question 400

Question 1. The ultimate level of segmentation leads to "segments of one," "customized marketing," or "one-to-one marketing."

- true
- false

Question 2. The VALS segmentation system has evolved into an eight-part typology. List and briefly describe any four categories of that eight-part typology.

Answer: <https://biology-forums.com/index.php?topic=1908710>

Question 401

The sales force performs a number of specific tasks. _____ is conducting market research and doing intelligence work.

- Information gathering
- Communicating
- Servicing
- Targeting
- Prospecting

Answer: <https://biology-forums.com/index.php?topic=1909298>

Question 402

Question 1. In a _____ company, the obsession of the company is with the customer, not the competition.

- customer-centered
- cost-centered
- niche-centered
- price-centered
- promotion-centered

Question 2. Markets have become too competitive to focus just on the consumer alone.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908795>

Question 403

Designing the organization and setting up processes to respond more quickly to changes in the environment is called _____.

- accelerating
- customer partnering
- flattening
- reengineering
- globalizing

Answer: <https://biology-forums.com/index.php?topic=1909485>

Question 404

Question 1. One of the four major categories of strategic alliance involves sharing personnel (e.g., human resource alliance) to staff alliance member marketing departments.

- true
- false

Question 2. Partner relationship management (PRM) can be thought of as a corporation's development of structures that support strategic alliances and treat the formation and management of partnerships as a core skill.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908498>

Question 405

Question 1. A _____ is a direction or sequence of events that has some momentum and durability; the shape of the future is revealed and many opportunities are provided.

- trend
- fashion
- fad
- megatrend
- style

Question 2. _____ have been described as "large social, economic, political and technological changes [that] are slow to form, and once in place, they influence us for some time—between seven and ten years, or longer.

- Megatrends
- Trends
- Styles
- Fads
- Fashions

Answer: <https://biology-forums.com/index.php?topic=1908513>

Question 406

Question 1. How does the American Marketing Association define the term brand?

Question 2. What valuable functions can brands perform for the firm?

Answer: <https://biology-forums.com/index.php?topic=1908736>

Question 407

Question 1. Services vary as to whether they are equipment based or _____.

- service based
- process based
- people based
- historical based
- none of the above

Question 2. Some services require that the client be present to conduct the service. An example of such a service is a _____.

- vending machine
- fast-food meal
- tax service
- medical operation
- car repair

Answer: <https://biology-forums.com/index.php?topic=1908837>

Question 408

Question 1. Population growth is highest in countries and communities that can least afford it.

- true
- false

Question 2. A growing population always means a growing market.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908533>

Question 409

Your company's direct-mail pieces include a telephone number and a Web address. Your company directs the consumer to visit your Web site and print coupons for your products. This is an example of what type of direct marketing?

- real-time personalized marketing
- interactive marketing
- lifetime value marketing
- carpet bombing
- database marketing

Answer: <https://biology-forums.com/index.php?topic=1909328>

Question 410

Question 1. The best way to generate leads among small businesses is for business suppliers to cold call them.

- true
- false

Question 2. Business buyers often buy directly from manufacturers rather than through intermediaries, especially items that are technically complex or expensive.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908642>

Question 411

Television audience size has several possible measures. These include circulation, audience, and _____.

- listening audience
- effective audience
- exposed audience
- nonexposed audience
- total circulation

Answer: <https://biology-forums.com/index.php?topic=1909204>

Question 412

John Maloney saw buyers as expecting one of four types of reward from a product. These include rational, social, ego satisfying, and _____.

- low costs
- functional
- safety
- sensory
- exciting

Answer: <https://biology-forums.com/index.php?topic=1909111>

Question 413

Question 1. A style is unpredictable, short-lived, and without social or economic significance.

- true
- false

Question 2. A megatrend has been described as being what follows all fads that stay on the market at least one year.

- true

- false

Answer: <https://biology-forums.com/index.php?topic=1908531>

Question 414

Catalog marketing is big business—about 71% of Americans shop from home using catalogs. One of the factors in the success of a catalog business for a company is in _____.

- how the company manages its market-management organization
- the strength of the company's customer-management organization
- cost containment in catalog production
- management of customer lists
- the company's product teams

Answer: <https://biology-forums.com/index.php?topic=1909325>

Question 415

Outline and explain the four types of marketing control needed by companies, who is primarily responsible for these controls, and their overall purpose.

Answer: <https://biology-forums.com/index.php?topic=1909524>

Question 416

Question 1. The difference between TQM (total quality management) and QC (quality control) is which of the following?

- TQM focuses on job skills, while QC focuses on job performance.
- TQM focuses on error detection, while QC focuses on error prevention.
- TQM focuses on retention of employees, while QC focuses on employee development.
- TQM focuses on error prevention, while QC focuses on error detection.

Question 2. The hospitality industry is unique because of its _____ of production and consumption of the service product.

Answer: <https://biology-forums.com/index.php?topic=1908660>

Question 417

Company _____ and intermediaries are a particularly good source of ideas. These groups have firsthand exposure to customers and are often the first to learn about competitive developments.

- top management
- sales representatives
- customers
- competitors
- marketing departments

Answer: <https://biology-forums.com/index.php?topic=1909354>

Question 418

As a recent college graduate, you dream of opening up your own business. You have explored franchising. In fact, one of the companies that you are strongly interested in is a service organization (fast food) that has a whole system designed to bring its service efficiently to consumers. This is an example of a _____.

- wholesaler-sponsored voluntary chains
- retailer cooperatives
- manufacturer-sponsored retailer franchise
- service-firm-sponsored retailer franchise
- national retailer

Answer: <https://biology-forums.com/index.php?topic=1908998>

Question 419

The most important source of information about reps is sales reports. Sales reports are divided between activity plans and _____.

- write-ups of activity results
- call reports
- activity reports
- daily plans of action
- written objectives

Answer: <https://biology-forums.com/index.php?topic=1909305>

Question 420

Question 1. Although marketers assume well-known brands are distinctive in consumers' minds, unless a dominant firm enjoys a legal monopoly, it must maintain constant vigilance.

- true
- false

Question 2. As a strategy for expanding the total market, a market-penetration strategy is aimed at consumers who have never used the product.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908800>

Question 421

Question 1. Online research has grown significantly in the past several years. It is estimated that _____ of all survey-based research was done online in 2006.

- 12%
- 37%
- 33%
- 21%
- 45%

Question 2. All of the following are considered to be advantages of online research EXCEPT that _____.

- people tend to be more honest online than in other interviewing methods
- online research is versatile
- online research is fast
- online research is relatively free of technological problems and inconsistencies
- online research is inexpensive

Answer: <https://biology-forums.com/index.php?topic=1908550>

Question 422

Question 1. The homogeneity of natural materials limits the amount of demand-creation activity that producers undertake.

- true
- false

Question 2. If the physical product cannot be easily differentiated, the key to competitive advantage lies in the pricing of the related "services" provided by the manufacturer.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908821>

Question 423

Question 1. Adam Morgan offers eight suggestions on how small brands can better compete in the marketplace. List five of them.

Question 2. Each marketing manager needs to be aware of the industry in which they compete. Industries can be classified according to all of the following EXCEPT _____.

- degree of product differentiation
- degree of vertical integration
- degree of globalization
- number of sellers
- degree of usage of promotion

Answer: <https://biology-forums.com/index.php?topic=1908805>

Question 424

Question 1. Guarantees are most effective in two situations. The first is when the company or products are not well known and the second is when the product's quality is _____ to competition.

- inferior
- different
- not known
- superior
- equivalent

Question 2. Marketers have traditionally classified products on the basis of characteristics such as durability, tangibility, and use.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908818>

Question 425

Question 1. Las Vegas is second only to _____ as the most popular vacation destination spot in the United States.

Question 2. _____ are complimentary goods and services offered to casino patrons in order to attract their business.

Answer: <https://biology-forums.com/index.php?topic=1908693>

Question 426

Dramatic changes in consumer technologies and media habits have _____.

- eroded the effectiveness of the mass media
- increased the effectiveness of the mass media
- reduced the cost of mass-media marketing
- expanded the appeal of mass-media marketing
- all of the above

Answer: <https://biology-forums.com/index.php?topic=1909091>

Question 427

Question 1. Identify the five common income distribution patterns. Which of these types represents a good market for luxury goods?

Question 2. Within our social-cultural environment, consumers often see themselves from different views. Assume that you were espousing the view of themselves. Characterize this view.

Answer: <https://biology-forums.com/index.php?topic=1908543>

Question 428

Most retailers will put low prices on some items to serve as traffic builders or _____.

- profit leaders
- traffic leaders
- ad items
- loss leaders
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909043>

Question 429

The media planner must know the capacity of the major advertising media types to deliver reach, frequency, and impact. Media planners make their choices by considering four variables. List these variables and briefly explain them.

Answer: <https://biology-forums.com/index.php?topic=1909235>

Question 430

3M, Hewlett-Packard, Lego, and many other companies use the stage-gate system to manage the innovation process. Define the stage-gate system.

Answer: <https://biology-forums.com/index.php?topic=1909414>

Question 431

Question 1. McDonald's has often teamed up with Disney to offer products related to current Disney films as part of its meals for children. The best description of this form of alliance would a _____.

- promotional alliance
- network alliance
- logistics alliance
- product alliance
- pricing collaboration

Question 2. Abbot Laboratories warehouses and delivers 3M's medical and surgical products to hospitals across the United States. The best description of this form of alliance would a _____.

- pricing collaboration
- product alliance
- promotional alliance
- logistics alliance
- network alliance

Answer: <https://biology-forums.com/index.php?topic=1908506>

Question 432

Question 1. Consumers are increasingly willing to swap personal information for customized products from firms. However, there are still consumer concerns. You know that privacy issues are still a public policy hot button. As a consumer advocate, list the consumer concerns that seem to be the most compelling and most difficult to deal with by the marketer.

Question 2. A _____ is a gathering of 6 to 10 people who are carefully selected based on certain demographic, psychographic, or other considerations and brought together to discuss at length various topics of interest.

- focus group
- market maven
- virtual research market

- Nielsen sample family
- consumer dyad

Answer: <https://biology-forums.com/index.php?topic=1908546>

Question 433

A(n) _____ comprises the producer, wholesaler(s), and retailers(s) acting as a unified system.

- distributor relationship
- corporate VMS
- vertical marketing system
- administered system
- distribution system

Answer: <https://biology-forums.com/index.php?topic=1908959>

Question 434

A company might try to expand the market for its mature brand by working with the two factors that make up sales volume. Volume equals (=) _____.

- price level of the product times (X) the number of items purchased
- supply times (X) demand
- number of brand users times (X) usage rate per user
- number of brand users times (X) amount of money spent on each purchase
- price level of the product times (X) the number in the market segment selected for targeting

Answer: <https://biology-forums.com/index.php?topic=1908752>

Question 435

Management need not consider how the marketing/distribution channels will react to its pricing policies.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908909>

Question 436

The success of the cell phone is due in part to the fact that the cell phone matches the values and experiences of individuals. In the adoption process, this describes which of the processes that speeds the adoption process?

Answer: <https://biology-forums.com/index.php?topic=1909428>

Question 437

Question 1. _____ is a concept that allows a company to expand more rapidly by using other people's money.

Question 2. As one of the fastest growing segments of the industry, _____ offers consumers the opportunity to purchase a fully furnished accommodation in a variety of forms like weekly intervals or on a point-based system.

Answer: <https://biology-forums.com/index.php?topic=1908668>

Question 438

Question 1. A spirit that is 80 proof is _____ percent alcohol.

- 40 (or forty)
- 40
- forty

Question 2. List and describe the four styles of beer. How would you define "beer"?

Answer: <https://biology-forums.com/index.php?topic=1908688>

Question 439

In a franchising system, individual franchisees are _____.

- employees working in front-line service roles for the entrepreneur
- regional managers of corporately owned facilities
- a tightly knit group of enterprises whose systematic operations are planned, directed, and controlled by the franchisor
- independent businesspeople who have the freedom to develop their own processes, brands, and images, facilitated by a retailing cooperative
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909030>

Question 440

Manufacturers use a number of trade promotion tools. Give four reasons why manufacturers award money to the trade.

Answer: <https://biology-forums.com/index.php?topic=1909277>

Question 441

Export-management companies agree to manage a company's export activities for a fee.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909449>

Question 442

_____ means resorting to a neutral third party who is skilled in conciliating the two parties' interests.

- Mediation
- Co-optation
- Arbitration
- Negotiation
- Diplomacy

Answer: <https://biology-forums.com/index.php?topic=1908967>

Question 443

Question 1. The _____ regions of the world currently account for 76% of the world population and are growing almost four times faster than the populations of _____ regions.

- Democratic; Socialist
- wealthier; poorer
- less-developed; more developed
- industrialized; service-based
- Western; Eastern

Question 2. Two-thirds of all illiterate adults are _____.

- living in industrialized countries
- Chinese
- middle-class
- women
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908516>

Question 444

The Internet is largely a one-sided tool that benefits buyers, but not sellers.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908888>

Question 445

Social marketing programs designed to motivate people to donate blood or attract people for mass immunization are examples of cognitive campaigns.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909517>

Question 446

Define the concept of "consumer franchise-building" sales promotions.

Answer: <https://biology-forums.com/index.php?topic=1909276>

Question 447

Question 1. Which of the following relationships is characterized as being one that has much trust and commitment leading to a true partnership?

- Collaborative
- Basic buying and selling
- Mutually adaptive
- Cooperative systems
- Customer supply

Question 2. The business market is essentially the same thing as the consumer market.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908640>

Question 448

Question 1. Corporate credibility depends on corporate expertise, corporate trustworthiness, and corporate likability.

- true
- false

Question 2. One of the problems facing B2B on the Web is that many firms often impose more stringent requirements on their online business partners than they do on non-online partners.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908653>

Question 449

Some intermediaries use strategic planning, advanced information systems, sophisticated marketing tools, measure performance on a return-on-investment basis, segment their markets, improve their target marketing and positioning, and _____.

- aggressively pursue takeover strategies
- contend with dwindling customer bases
- aggressively pursue market expansion and diversification strategies
- aggressively "squeeze" manufacturer margins
- dominant the manufacturers they do business with

Answer: <https://biology-forums.com/index.php?topic=1909025>

Question 450

Explain the relationship between fixed costs, variable costs, total cost, and average cost.

Answer: <https://biology-forums.com/index.php?topic=1908916>

Question 451

Because of the high cost of retail space, most retailers are highly attuned to which of the products they stock generate profit.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909072>

Question 452

Companies can choose from a wide variety of channels for reaching customers—from sales forces to agents, distributors, dealers, direct mail, telemarketing, and the Internet.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908992>

Question 453

How do opinion leaders mediate the affect of mass communications?

Answer: <https://biology-forums.com/index.php?topic=1909173>

Question 454

Question 1. Another way to describe a value delivery network (partnering with specific suppliers and distributors) is to call it a _____.

- teamwork group
- cabal
- supply chain
- link to relationships
- domestic power center

Question 2. The company's _____ can be described in terms of breadth—broad versus focused scope of business; and depth—physical versus knowledge-based capabilities.

- cognitive space
- competency space
- resource space
- core strategy
- business mission

Answer: <https://biology-forums.com/index.php?topic=1908485>

Question 455

Question 1. When marketers interview a small number of recent purchasers, asking them to recall the events leading to their purchase, the marketers are using the _____ method to learn more about the consumer buying process.

- introspective
- prescriptive
- prospective
- retrospective
- descriptive

Question 2. Culture is the fundamental determinant of a person's wants and behavior. The growing child acquires a set of values, perceptions, preferences, and behaviors through his or her family and other key institutions. What values are the typical American young children exposed to?

Answer: <https://biology-forums.com/index.php?topic=1908630>

Question 456

The emergence of rental car counters, hair salons, banks, and dry cleaners found in such stores as Wal-Mart, Target, grocery retailers, and others is an example of _____ marketing systems.

- horizontal
- integrated
- multichannel
- vertical
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908997>

Question 457

Because the cost of buying higher market share may far exceed its revenue value, a company should consider four factors before pursuing increased market share. These include all of the following EXCEPT _____.

- the effect of increased market share on actual and perceived quality
- the possibility of provoking antitrust action
- economic cost
- pursuing the wrong marketing-mix strategy
- the likelihood that an award-winning promotional campaign can be generated

Answer: <https://biology-forums.com/index.php?topic=1908789>

Question 458

Question 1. With noncompensatory models of consumer choice, positive and negative attribute considerations usually net out.

- true
- false

Question 2. Volvo has the reputation for being one of the most "safe" cars on the road. For those that value safety, Volvo would be the logical choice. This is an example of the lexicographic heuristic of consumer choice.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908620>

Question 459

You own a franchise of a national chain of quick luncheon meals. The corporate office is conducting a nationwide marketing campaign introducing a \$5.00 value meal option. This \$5.00 value meal option severely cuts into your operating margins. Numerous complaints to the corporate office have resulted in the corporate office taking the position that "the franchisees need to be competitive and this \$5.00 meal is competitive." You disagree, noting that even with an increase in store traffic, the reduction in revenue and margin produced by this value menu will result in a net loss for your store. What type of channel conflict is evident here?

Answer: <https://biology-forums.com/index.php?topic=1909021>

Question 460

Relate the concept of marginal profit to the communications budgeting decision.

Answer: <https://biology-forums.com/index.php?topic=1909176>

Question 461

When you purchase a Subway franchise, the corporate office delivers to you an entire system designed to bring the services efficiently to the consumer. This is an example of what type of contractual VMS?

Answer: <https://biology-forums.com/index.php?topic=1909016>

Question 462

Wholesaler-distributors have not faced the pressures in recent years from new sources of competition, demanding customers, new technologies, or more direct-buying programs.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909083>

Question 463

A media vehicle's _____ refers to its prestige and believability. People are more likely to believe a TV or radio ad and to become more positively disposed toward the brand when the ad is placed within a program they like.

- ad-placement policies
- lead generation
- audience quality
- audience-attention probability
- editorial quality

Answer: <https://biology-forums.com/index.php?topic=1909206>

Question 464

The elapsed time between an order's receipt, delivery, and payment is called the _____.

- product-to-payment cycle
- order cycle
- order-to-payment cycle
- inventory-to-sale cycle
- variable-costs-to-payment cycle

Answer: <https://biology-forums.com/index.php?topic=1909052>

Question 465

Selling increasingly calls for teamwork and the support of others. Aside from the actual salesperson, who else is on this team?

Answer: <https://biology-forums.com/index.php?topic=1909342>

Question 466

Companies must consider several factors in developing their communications mix: the type of product market, consumer readiness to make a purchase, and stage in the product's life cycle. Also important is the company's market rank.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909144>

Question 467

Matsushita, BMW, General Electric, Benetton, and The Body Shop followed the _____ approach to market entry, which allows firms to carefully plan expansion and is less likely to strain human and financial resources.

- sprinkler
- continuous
- born global
- waterfall
- market attractiveness

Answer: <https://biology-forums.com/index.php?topic=1909477>

Question 468

Manufacturers face several challenges in managing trade promotions. List some of these challenges.

Answer: <https://biology-forums.com/index.php?topic=1909237>

Question 469

After visiting a local car dealer and having your car serviced, a day later you receive a phone call from a research firm asking you to comment on your service experience. This is part of the manufacturer's quality control over its dealers and the firm's audit of the service performance by collecting _____.

- dealer performance
- satisfying customer complaints
- "voice of the customer measurements"

- "competitive data"
- customer performance

Answer: <https://biology-forums.com/index.php?topic=1908861>

Question 470

Personal communications channels derive their effectiveness through individualized presentation and feedback. Within this category, we can distinguish between three channels: advocate channels, expert channels, and social channels. How would you characterize a seminar directed to retirees on buying real estate with no money down?

Answer: <https://biology-forums.com/index.php?topic=1909172>

Question 471

As a marketing manager for a national company that uses brokers as your field sales agents, you suggest to your senior management the creation of an "advisory team" composed of retailers, food brokers, sales managers, and inside marketing and management personnel. Your objective is to win support of the leaders of another organization by including them in planning discussions. You are advocating what type of conflict management resolution?

- Mediation
- Diplomacy
- Arbitration
- Co-optation
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1909001>

Question 472

Purchase decisions are based on how consumers perceive prices and what they consider the current actual price and not the marketer's stated price.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908891>

Question 473

One of the traps of instituting a price decrease is when that low price buys market share in the short term. The same customers will shift to any lower-priced product that may come along. This trap is called _____.

- low-price trap
- shallow-pockets trap
- fragile-market-share trap
- market-loyalty trap
- low-quality trap

Answer: <https://biology-forums.com/index.php?topic=1908877>

Question 474

When two or more unrelated companies put together resources or programs to exploit an emerging marketing opportunity, it is called a _____.

- coop marketing system
- cross-marketing system
- financial marketing system
- horizontal marketing system
- vertical marketing system

Answer: <https://biology-forums.com/index.php?topic=1908960>

Question 475

In-store advertising, including ads on shopping carts, in aisles, on shelves, on the floor, and "talking" shelves, are all examples of _____ advertising.

- branding
- product-placement
- advertising
- point-of-purchase
- point-of-decision

Answer: <https://biology-forums.com/index.php?topic=1909202>

Question 476

Question 1. Most companies measure customer satisfaction and individual customer profitability.

- true

- false

Question 2. Unprofitable customers who defect to a competitor should be encouraged to do so.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908602>

Question 477

According to Hofstede, cultures with low power distance are best described as _____.

- dominated by assertive individuals
- hierarchical
- risk-averse
- risk-tolerant
- egalitarian

Answer: <https://biology-forums.com/index.php?topic=1909430>

Question 478

Question 1. When a marketer tries to alter a consumer's beliefs about a company's brand to get the consumer to rethink a purchase decision, the marketer is using _____.

- repositioning
- psychological repositioning
- positioning
- biased positioning
- competitive depositioning

Question 2. A consumer tells another consumer, "Every time I eat at Big Bill's Steakhouse, I get poor service." Whether this is true or not, it is the consumer's perception. This is an example of consumers basing future predictions on the quickness and ease with which a particular example of an outcome comes to mind. This scenario would be an illustration of the _____ heuristic.

- discrimination
- screening
- differentiation
- representativeness
- availability

Answer: <https://biology-forums.com/index.php?topic=1908629>

Question 479

Promotional offers in the form of coupons or two-for-one deals encourage consumers to make a mental commitment to buy a product, particularly if the consumer does not have an expressed category need.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909134>

Question 480

Question 1. A marketing information system is developed from internal company records, marketing intelligence, and promotional models supplied by the marketing department.

- true
- false

Question 2. The heart of the internal records system is the bar code.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908527>

Question 481

Question 1. Most products can be offered with varying _____ that supplement its basic function.

- forms
- features
- reliability
- conformance qualities
- none of the above

Question 2. Improved handling or storage, better packaging, and improved transportation and forward logistics are methods for reducing _____.

- controllable returns
- product families
- customer consulting

- uncontrollable returns
- installation

Answer: <https://biology-forums.com/index.php?topic=1908815>

Question 482

The term "relative advantage" describes the degree to which the innovation appears superior to existing products in the marketplace.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909376>

Question 483

Question 1. Identify three ways companies with customer complaints can recover customer goodwill.

Question 2. What is a customer touch point?

Answer: <https://biology-forums.com/index.php?topic=1908609>

Question 484

Varying prices by time of the day, the season of the year, or the day of the week is called _____.

- time pricing
- product-form pricing
- price discrimination
- channel pricing
- discounting

Answer: <https://biology-forums.com/index.php?topic=1908876>

Question 485

Question 1. The fastest growing sector of casino gaming in the United States can be found:

- in Las Vegas
- in California
- on tribal reservations
- in Atlantic City

Question 2. The three different types of gaming as defined by the IGRA include all of the following except gaming that:

- consists of bingo and similar card games authorized by the rules of the state
- consists of charitable gaming played to raise money for charities and causes
- consists of social gaming played for prizes of minimal value
- includes all forms of gaming not covered by class I or class II

Answer: <https://biology-forums.com/index.php?topic=1908692>

Question 486

With _____, the company does not need to worry about too many outlets; it can gain adequate market coverage with more control and less cost than intensive distribution.

- extensive distribution
- normal distribution
- exclusive distribution
- random distribution
- selective distribution

Answer: <https://biology-forums.com/index.php?topic=1908946>

Question 487

Question 1. Global marketers must decide _____.

- how to price their products in different countries
- which countries to enter
- how to adapt their product and service features to each country
- how to enter each country (as an exporter, licensor, joint venture partner, contract manufacturer, or solo manufacturer)
- all of the above

Question 2. Mohan Sawhney has proposed the concept of _____ to describe a cluster of complementary products and services that are closely related in the minds of consumers but are spread across a diverse set of industries.

- betamarket
- vertical integration
- synchronized marketing
- horizontal integration

- metamarket

Answer: <https://biology-forums.com/index.php?topic=1908447>

Question 488

Management contracts offers foreign owners the opportunity to manage businesses for a fee.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909453>

Question 489

A downside of sales quotas is that they can _____ as much business as possible, often at the expense of customer satisfaction.

- allow reps to get
- drive reps to get
- discourage reps from getting
- give reps a disincentive to get
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909304>

Question 490

From a brand-building perspective, television advertising has two particularly important strengths. List and briefly explain these strengths.

Answer: <https://biology-forums.com/index.php?topic=1909264>

Question 491

Question 1.If American Airlines seeks to quantify demand, such as how many first-class passengers would purchase in-flight Internet service at \$25, the airline should conduct _____ research.

- prescriptive
- descriptive
- analytic
- exploratory
- qualitative

Question 2.Before Sandra Perez opened her floral shop she read all she could on the industry. She also reviewed library data banks on growth patterns in the local area with particular interest in the location of florists throughout the city. This _____ assisted her in deciding where to locate her store.

- nonpersonal information
- guerilla marketing data
- secondary information
- primary information
- tertiary information

Answer: <https://biology-forums.com/index.php?topic=1908575>

Question 492

_____ means companies decide to purchase goods, services, and information from various online suppliers.

- E-purchasing
- E-marketing
- E-commerce
- E-business
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908971>

Question 493

Question 1.At the heart of a good value delivery system is a set of core business processes that help to deliver distinctive customer value.

- true
- false

Question 2.Professional buyers and purchasing agents operate under various constraints and occasionally make choices that give more weight to their personal benefit than to the company's benefit.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908596>

Question 494

Question 1. A major advantage of a(n) _____ strategy is that the company does not tie its reputation to the product.

- licensing
- blanket family name
- brand revitalization
- category extension
- individual-names

Question 2. Even if sales of a brand extension are high and meet targets, the revenue may be coming from consumers switching to the extension from existing parent-brand offerings—in effect _____ the parent brand.

- cannibalizing
- eroding
- feeding back to
- reinforcing
- diluting

Answer: <https://biology-forums.com/index.php?topic=1908722>

Question 495

Question 1. Marketers are increasingly being held accountable for their _____ and must be able to justify marketing expenditures to senior management.

- own training
- product quotas
- investments
- employees
- personal character traits

Question 2. Two complimentary approaches to measure marketing productivity are _____ and marketing-mix modeling.

- marketing metrics to assess marketing effects
- end-user samples
- salesperson satisfaction scales
- quality ratios
- distributor satisfaction surveys

Answer: <https://biology-forums.com/index.php?topic=1908552>

Question 496

Four major decisions must be made with regard to market logistics: order processing, warehousing, inventory, and _____.

- information
- pricing
- transportation
- purchases
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909051>

Question 497

Question 1. If a market leader follows a strategy of continuous innovation, it keeps increasing its competitive strength and value to its customers.

- true
- false

Question 2. The aims of defensive strategy are to reduce the probability of attack, divert attacks to less-threatening areas, and lessen their intensity.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908802>

Question 498

Question 1. Tourists spend money in the economic areas they visit, and this money is re-spent in the local economy. This is the _____ effect.

Question 2. A _____ is a middle person that sells travel services on behalf of airlines, cruise ships, rail, hotels, etc.

Answer: <https://biology-forums.com/index.php?topic=1908666>

Question 499

Social marketing programs are relatively simple; they take very little time to develop and are generally easy to implement.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909518>

Question 500

Global firms, because they are targeting such a large market, must abandon niche strategies.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909437>

Question 501

Some companies are dropping quotas as a means of measuring the effectiveness of its sales representatives in favor of other types of measures. Identify some of these other measures.

Answer: <https://biology-forums.com/index.php?topic=1909348>

Question 502

Differentiate between incremental innovation and the creation of disruptive technologies. What kind of companies focus on each and what impact does each have on the marketplace?

Answer: <https://biology-forums.com/index.php?topic=1909380>

Question 503

Your personal physician prides himself on being on top of the literature regarding new medicines for his patients. In fact, your doctor prides himself on being the first to prescribe new medicines to help his patients. In marketing terms, your doctor can be said to be a(n) _____.

- innovator
- laggard
- late majority
- early majority
- early adopter

Answer: <https://biology-forums.com/index.php?topic=1909408>

Question 504

Question 1. Consumer attitudes are an interesting way to segment a market. Research has shown that five attitude groups can be found in the market. What are those five attitude groups?

Question 2. _____ can be defined as the differential effect that brand knowledge has on consumer response to the marketing of that brand.

- Product-driven brand equity
- Customer-based brand equity
- Service-driven brand equity
- Mission-driven brand equity
- Function-based brand equity

Answer: <https://biology-forums.com/index.php?topic=1908713>

Question 505

Question 1. Marketers have traditionally classified products on the basis of three characteristics: _____, tangibility, and use.

- augmented
- expected
- durability
- customer value hierarchy
- none of the above

Question 2. Many products can be differentiated in terms of their _____, —size, shape, or physical structure.

- reliability
- design
- conformance quality
- performance quality
- form

Answer: <https://biology-forums.com/index.php?topic=1908814>

Question 506

Question 1. Pushing for higher market share is less justified when _____.

- buyers want a single source of supply
- there are few scale or experience economies
- exit barriers are low
- there are obvious scale economies
- attractive market segments exist

Question 2. Companies successfully gaining market share typically outperform competitors in which of the following areas?

- Marketing expenditures
- New-product activity
- Relative product quality
- All of the above
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908790>

Question 507

Price is one of the two elements of the marketing mix that produce revenue.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908885>

Question 508

Question 1. There are several methods used to classify restaurants. Experts agree that the two main categories of restaurants would be:

- independent and chain
- independent and casual
- quick serve and family
- fine dining and quick serve

Question 2. _____ are operations owned by one or more owners who are usually involved in the day-to-day operations of the business.

- Quick service restaurants
- Chains
- Indies (or independent restaurants)
- Franchises

Answer: <https://biology-forums.com/index.php?topic=1908679>

Question 509

The main elements in the "trade-relations mix" are price policies, conditions of sale, _____, and specific services to be performed by each party.

- service policies
- distribution policies
- credit policies
- competitive policies
- territorial rights

Answer: <https://biology-forums.com/index.php?topic=1908949>

Question 510

In an economy of change, continuous innovation is necessary. Most companies rarely innovate, some innovate occasionally, and a few innovate continuously. Comment on why a company should continuously develop new products.

Answer: <https://biology-forums.com/index.php?topic=1909379>

Question 511

The macromodel of the communications process includes nine elements. Diagram the nine elements in the communications process.

Answer: <https://biology-forums.com/index.php?topic=1909164>

Question 512

Question 1. To evaluate opportunities, companies can use market opportunity analysis (MOA) to determine the attractiveness and probability of success.

- true
- false

Question 2. An environmental threat is a challenge posed by an unfavorable trend or development that would lead, in the absence of defensive marketing action, to lower sales or profit.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908494>

Question 513

A brand manager is concerned that his organization's brand image and physical sales are slipping in the marketplace. The manager has decided to query consumers about the health of the brand and try to discover ways to leverage the brand's equity. Which of the following terms will most likely provide the structure and process for the manager's investigation?

- A brand audit
- An organizational audit
- A brand-positioning study
- A brand demographic matrix analysis
- A secondary search of good brand characteristics

Answer: <https://biology-forums.com/index.php?topic=1908719>

Question 514

Question 1. Customers must see any competitive advantage as a customer advantage.

- true
- false

Question 2. Companies cannot achieve differentiation by differentiating their channels, as this is not the purpose of a distribution channel.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908765>

Question 515

Question 1. Some country clubs charge a fee of as much as \$250,000 for the _____.

Question 2. The golf _____ is responsible for handling all tournaments, fundraisers, and golf employees.

Answer: <https://biology-forums.com/index.php?topic=1908689>

Question 516

Today many companies are not trying to seek an immediate sale, but rather to build a _____ supplier-customer relationship.

- long-term
- short-term
- transactional
- mutually beneficial
- potential

Answer: <https://biology-forums.com/index.php?topic=1909312>

Question 517

A creative brief is an elaboration of the positioning statement of the brand.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909228>

Question 518

Global marketers know that buyers hold distinct attitudes and beliefs about brands or products from different countries. These country-of-origin perceptions do not affect consumer decision making directly or indirectly.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909469>

Question 519

Consumer preferences for alternative product concepts can be measured through _____, a method for deriving the utility values that consumers attach to varying levels of a product's attributes.

- marketing strategy
- purchase intentions
- marketing research
- gap level
- conjoint analysis

Answer: <https://biology-forums.com/index.php?topic=1909358>

Question 520

"Our product is a powdered mixture that is added to milk to make an instant breakfast that gives the person all the needed nutrition along with good taste and high convenience. The product would be offered in three flavors and would come in individual packets, six to a box, at \$2.49 a box." This is an example of _____.

- idea generating
- concept testing
- product testing

- a product concept
- a brand concept

Answer: <https://biology-forums.com/index.php?topic=1909397>

Question 521

Explain the concept of "reach."

Answer: <https://biology-forums.com/index.php?topic=1909266>

Question 522

After management develops the product concept and marketing strategy, it can evaluate the proposal's business attractiveness. Management needs to prepare sales, costs, and profit potentials. The first step is to estimate total sales. Describe what is included in estimating total sales.

Answer: <https://biology-forums.com/index.php?topic=1909385>

Question 523

For a frequently purchased new product, the seller estimates repeat sales as well as first-time sales. A high rate of repeat purchasing means customers are _____.

- brand switchers
- brand evangelists
- indifferent to the product
- dissatisfied with the product
- satisfied with the product

Answer: <https://biology-forums.com/index.php?topic=1909359>

Question 524

Question 1. A market nicher is considered to be a(n) _____ specialist if the firm specializes in producing a certain type of product or product feature such as Rent-a-Wreck that rents only "beat-up" cars.

- product-feature
- customer-size
- channel
- vertical-level
- end-user

Question 2. Which of the following types of companies is characterized as having a "fighter orientation?"

- Distribution centered
- Niche centered
- Promotion centered
- Competitor centered
- Customer centered

Answer: <https://biology-forums.com/index.php?topic=1908793>

Question 525

New products fail at a disturbing rate. In the United States, the failure rate is potentially as high as 95%. New products fail for many reasons. List three of the reasons why new products fail.

Answer: <https://biology-forums.com/index.php?topic=1909411>

Question 526

The marketing communications mix consists of eight major modes of communications. Which of the following is NOT one of these modes?

- Advertising
- Personal selling
- Direct marketing
- Sales promotions
- Packaging

Answer: <https://biology-forums.com/index.php?topic=1909093>

Question 527

Indirect export has two advantages. First, it involves less investment; and second, it involves less risk.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909450>

Question 528

A quantity discount is a price reduction given to those who buy a large volume of the manufacturer's products.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908911>

Question 529

In micromodels of marketing communications, the four classic response hierarchy models includes all of the following EXCEPT _____.

- innovation-adoption model
- BAMT
- communications model
- hierarchy-of-effects model
- AIDA

Answer: <https://biology-forums.com/index.php?topic=1909104>

Question 530

Radio's main advantage lies in its _____.

- format
- age of audience
- flexibility
- disk jockeys
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909192>

Question 531

In terms of source credibility, why would a medical doctor have greater source credibility as a spokesperson speaking about the effects of a new drug than a retired actor would? What are the three characteristics of source credibility?

Answer: <https://biology-forums.com/index.php?topic=1909170>

Question 532

Question 1. Companies are increasingly reducing the number of suppliers they utilize, and there is a trend toward single sourcing.

- true
- false

Question 2. Most performance reviews are conducted by outside auditing agencies to avoid bias and internal discrepancies.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908652>

Question 533

Question 1. Assume that you have been given the task of assisting a company in designing its marketing planning process. What components should be in such a process? Be specific in your answer.

Question 2. Wal-Mart knows that to reach its target markets three kinds of marketing channels may be used. What are these three marketing channels and how might Wal-Mart use each of them?

Answer: <https://biology-forums.com/index.php?topic=1908482>

Question 534

List the four methods of consumer-product testing and give an indication of their relative costliness.

Answer: <https://biology-forums.com/index.php?topic=1909387>

Question 535

Studies have shown that the best salespeople are those who manage their time efficiently. Face-to-face selling time has decreased to as little as _____ of total working time.

- 60%
- 45%
- 29%
- 10%
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909301>

Question 536

Brand recall is easier to achieve than brand recognition.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909133>

Question 537

Direct marketing is a growing avenue for serving customers.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909316>

Question 538

A pharmaceutical sales representative whose role is simply to keep doctors up-to-date on the latest developments of his or her drug company is playing a _____ role.

- technician
- order taker
- solution vendor
- missionary
- deliverer

Answer: <https://biology-forums.com/index.php?topic=1909334>

Question 539

Producers of strong brands sometimes sell them to dealers only if the dealers will take some or all of the rest of the line. This practice is called full-line forcing or _____.

- EDLPs
- reciprocal agreements
- tying agreements
- trade-offs
- laddering

Answer: <https://biology-forums.com/index.php?topic=1908968>

Question 540

Your firm has a new-product concept that seems to be a sure winner. You have estimated that the cost of development is \$1 million, which the company does not have. As a result, this sure winner does not get out of the idea stage. This is an example of _____, which is one of the factors hindering new-product development.

- shortages of new ideas
- cost of development
- capital shortage
- corporate culture
- faster required development times

Answer: <https://biology-forums.com/index.php?topic=1909392>

Question 541

One of the chief roles of marketing channels is to convert potential buyers into profitable _____.

- sales
- consumers
- customers
- marketers
- orders

Answer: <https://biology-forums.com/index.php?topic=1908929>

Question 542

Question 1. The highest ranking position on a cruise ship, receiving the most perks, is the _____.

Question 2. The person credited with setting up the first European restaurant of modern times in 1765 was:

- Caesar Ritz
- Howard Johnson
- Auguste Escoffier
- Monsieur Boulanger

Answer: <https://biology-forums.com/index.php?topic=1908678>

Question 543

Question 1. The U.S. government is the largest customer in the world.

- true
- false

Question 2. Today, all companies that sell to the U.S. government use a marketing orientation because of the special relationship required.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908656>

Question 544

Investors are largely indifferent to what firms do to achieve sustainability as long as the firms are profitable.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909512>

Question 545

MPR can build _____ by placing stories in the media to bring attention to a product, service, person, organization, or idea.

- stories
- buzz
- awareness
- exposure
- talk

Answer: <https://biology-forums.com/index.php?topic=1909222>

Question 546

When Microsoft introduces a new form of Windows software, the first-mover approach is preferred. Microsoft would then tend to use which form of entry strategy?

- Born global
- Market attractiveness
- Sprinkler
- Continuous
- Waterfall

Answer: <https://biology-forums.com/index.php?topic=1909478>

Question 547

When one Pizza Hut franchisee noticed that his counterpart in the south part of town was using "nonapproved" ingredients in its Pizza Hut pizzas, he complained to the franchise office. This is an example of what type of channel conflict?

Answer: <https://biology-forums.com/index.php?topic=1909022>

Question 548

Direct-mail prospects can be identified on the basis of such variables as age, sex, income, education and _____.

- banking practices
- previous purchases
- previous mail-order purchases
- response to mail-order catalogs
- telemarketing response

Answer: <https://biology-forums.com/index.php?topic=1909288>

Question 549

Question 1. A marketing manager has planned a strategy that will require the organization to erect outposts to protect its weak front-running brands. In this _____ defense, the outposts will be central to the organization's new competitive strategy.

- position
- counteroffensive
- mobile
- flank
- preemptive

Question 2. The "best defense is a good offense" would be a policy under which of the following market leader defensive strategies?

- Lateral defense

- Preemptive defense
- Flank defense
- Position defense
- Contraction defense

Answer: <https://biology-forums.com/index.php?topic=1908786>

Question 550

Channel objectives vary with product characteristics.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908993>

Question 551

The job of translating target customer requirements into a working prototype is helped by a set of methods known as _____.

- quality function deployment (QFD)
- marketing control
- R&D
- quality control processes (QFP)
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909361>

Question 552

Question 1. Many business schools have _____ made up of alumni and recruiters who provide valuable feedback on the curriculum.

- government data sources
- green marketing initiatives
- order-to-payment cycles
- advisory panels
- trends

Question 2. _____ made up half of all new workers in the past decade and will make up 25% of all workers in the United States within two generations.

- Asian Americans
- European Americans
- Native Americans
- Hispanic Americans
- African Americans

Answer: <https://biology-forums.com/index.php?topic=1908539>

Question 553

Gordon Jones is considering purchasing a computer from Best Buy. He has created a scale whereby he has rated eight different computers on three different characteristics. Gordon has decided that for a computer to make his short-list, it must score at least a seven on his scale on all three characteristics. Describe the type of choice heuristic that Mr. Jones is using as he selects a computer.

Answer: <https://biology-forums.com/index.php?topic=1908626>

Question 554

In the pursuit of higher sales volume, retailers are studying their store environments for ways to improve the shopper's experience. According to Paco Underhill, one of his suggestions for fine-tuning retail space is to _____.

- honor the "transition zone" and allow the shopper time to "sort out" the stimuli
- make them "hunt" for it
- make the store more receptive to "men" shoppers
- make the store "fun" and "interesting" but move the shoppers through it quickly
- place the checkouts in the rear of the store

Answer: <https://biology-forums.com/index.php?topic=1909047>

Question 555

When consumers respond to such questions as "What is the main message you get from this ad?" or "How does this ad make you feel?" you are using what communication-effect research method?

- Copy testing
- Portfolio testing
- Laboratory testing
- Consumer feedback method

- Opinion testing

Answer: <https://biology-forums.com/index.php?topic=1909257>

Question 556

One of the criteria for evaluating the effectiveness of your print campaign is the circulation of the physical units carrying the advertising. You have asked for more information from the ad agency. In fact, you have asked for the number of people with your target audience's characteristics who actually saw the ad. This is an example of _____.

- effective ad-exposed audience
- direct-response advertising
- effective audience
- interactive marketing
- all of the above

Answer: <https://biology-forums.com/index.php?topic=1909253>

Question 557

Question 1. A profitable customer is a person, household, or company that over time yields a revenue stream that exceeds by an acceptable amount the company's cost stream of attracting, selling, and servicing the customer.

- true
- false

Question 2. The best thing a company can do in the face of company mistakes is to discourage the customer from complaining.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908600>

Question 558

Major decisions to enter the international marketplace and to conduct international marketing do not include deciding on how to enter the market.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909438>

Question 559

Question 1. Few consumers actually delete cookies frequently. When customers accept cookies, they expect customized marketing appeals and deals.

- true
- false

Question 2. Sales data are always unambiguous and clearly interpreted.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908528>

Question 560

Question 1. A structured approach to assessing the sources and outcomes of brand equity and the manner in which marketing activities create brand value is called _____.

- brand partitioning
- the brand life cycle
- the brand value chain
- brand positioning
- the brand portfolio

Question 2. Competitive superiority and channel and other intermediary support are factors that influence the _____ of the brand value chain.

- program multiplier
- brand multiplier
- market multiplier
- customer multiplier
- profit multiplier

Answer: <https://biology-forums.com/index.php?topic=1908720>

Question 561

Question 1. Wants are basic human requirements such as food or air.

- true
- false

Question 2. Demands are wants for specific products backed by an ability to pay.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908459>

Question 562

If the company adapts both the product and the communications, the company engages in dual adaptation.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909462>

Question 563

Question 1. A set of measures that helps firms to quantify, compare, and interpret their marketing performance is called marketing metrics.

- true
- false

Question 2. Especially popular with such companies as Procter & Gamble, marketing-mix modeling is used to allocate or reallocate expenditures.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908568>

Question 564

Traditional brick-and-mortar retailers are responding to the growth of e-commerce by providing and emphasizing _____ as a strong differentiator.

- the shopping experience
- the reputation of the retailer
- a wider selection of merchandise
- expert advice in selecting merchandise
- celebrities on the premises

Answer: <https://biology-forums.com/index.php?topic=1909048>

Question 565

The main advantage of nontraditional media is that a very precise and—because of the nature of the setting involved—captive audience often can be reached in a _____ manner.

- cost-effective
- individualized
- targeted
- effective
- new

Answer: <https://biology-forums.com/index.php?topic=1909203>

Question 566

As the national brand manager for a major egg producer, you have directed your MPR manager to help you build consumer interest in cooking eggs for dinner. This would be an example of using MPR to _____.

- launch new products
- build the corporate image in a way that reflects favorably on its products
- build interest in a product category
- defend products that have encountered public problems
- reposition a mature product

Answer: <https://biology-forums.com/index.php?topic=1909261>

Question 567

Question 1. A child growing up in the United States is exposed to all of the following values EXCEPT _____.

- achievement and success
- activity
- the importance of the group in daily life
- efficiency and practicality
- freedom

Question 2. Based on information provided in the text, which of the following trends has led to increased household consumption?

- Falling male college enrollment
- Growing female economic power
- The fall of the mass affluent

- Higher growth in low-income households
- Widening wealth disparity

Answer: <https://biology-forums.com/index.php?topic=1908614>

Question 568

Question 1. Using European automobile giant Volvo as your illustration, create a value proposition for the company.
Question 2. How do customers determine their level of satisfaction with a product?

Answer: <https://biology-forums.com/index.php?topic=1908607>

Question 569

Integrated marketing communications is a concept of marketing communications planning that recognizes the added value of a _____ plan.

- integrated
- complete
- comprehensive
- coherent
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909123>

Question 570

When the seller receives full payment in cash and agrees to spend a substantial amount of the money in a country within a stated time period, this is called offset.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908910>

Question 571

Question 1. Market fragmentation in the market evolution process is often followed by _____ caused by the emergence of a new attribute that has strong appeal.

- a market dissolution
- a market consolidation
- a market expansion
- a market abandonment
- a market harvesting

Question 2. Positioning is the act of designing the company's offering and image to occupy a distinctive place in the minds of the target market.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908761>

Question 572

Communication tools vary in cost-effectiveness at different stages of buyer readiness. Discuss which communication tools are most cost-effective at the five stages of buyer readiness.

Answer: <https://biology-forums.com/index.php?topic=1909159>

Question 573

Question 1. Sales of luxury goods such as perfumes, colognes, and aftershaves depend heavily upon their initial response by the consumer. A well-designed package can create convenience and promotional value. It has been called the "silent salesman." Which of the three levels of packaging is this "silent salesman"?

- Consumer
- Shipping
- Secondary
- Retailer
- Primary

Question 2. A new product is advertised on the "infomercials" as being "the best cleaner money can buy" and "if not completely satisfied, return the product for a full refund, including shipping." The strategy of using a strong guarantee in this instance is sound because _____.

- it is an example of a misleading or false advertising and is illegal
- for a product that is not too well known, it is "good advertising" because the claims will be a small percentage of sales
- for a product that is not too well known it reduces the buyer's risk in purchasing
- it is just "advertising fluff" and the manufacturer has no intentions of refunding money
- the product is so superior to competition that there will be no claims for refunds

Answer: <https://biology-forums.com/index.php?topic=1908831>

Question 574

Question 1. Four general strategies can be used in branding. Which of the following strategies is the one used by Kellogg's when it follows a subbranding policy with Kellogg's Rice Krispies, Kellogg's Raisin Bran, and Kellogg's Corn Flakes?

- Individual names
- Separate family names for all products
- Blanket family names
- Global names for all products
- Corporate name combined with individual product names

Question 2. Assume you are a marketing manager that wishes pursue a process of strategic brand management. List the four main steps that you would most likely go through to accomplish this task.

Answer: <https://biology-forums.com/index.php?topic=1908735>

Question 575

All consumers that develop a preference for a given product also display a conviction about buying it.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909131>

Question 576

Integrated marketing communications is a concept of marketing communications planning that recognizes the added value of a comprehensive plan.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909146>

Question 577

One of the up and coming trends in retailing is the growth of giant retailers, known as category killers and supercenters.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909067>

Question 578

A value network includes a firm's suppliers and its suppliers' suppliers, and its immediate customers and their end _____.

- retailers
- shoppers
- procedures
- customers
- marketers

Answer: <https://biology-forums.com/index.php?topic=1908937>

Question 579

Question 1. Carnival Cruise Lines are the most financially successful netting about _____ percent of sales.

- 25
- 10
- 15
- 20

Question 2. The second largest cruise line in the industry is Royal Caribbean, which operates two brands: Royal Caribbean International and:

- Star Cruises
- Disney Cruises
- Celebrity Cruises
- Princess Cruises

Answer: <https://biology-forums.com/index.php?topic=1908674>

Question 580

Which of the following is the best definition of the market research problem as American Airlines conducts research to determine whether to make the in-flight Internet available to first-class passengers?

- Find out whether enough passengers aboard a B747 flying direct between Chicago and Tokyo would be willing to pay \$25 for an Internet connection for American Airlines to break even in one year on the cost of offering this service.
- Is the Internet an important element of first-class air travelers' work and home lives?
- Will offering an in-flight Internet service create enough incremental preference and profit for American Airlines to justify its cost against other possible

investments in service enhancements American might make?

- Find out everything you can about first-class air travelers' needs.
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908574>

Question 581

Question 1. Companies selling their goods to nonprofit organizations may charge an extra premium over their normal prices because these organizations are largely indifferent to price.

- true
- false

Question 2. A marketplace is physical, as when you shop in a store.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908458>

Question 582

Under the marketing concept, _____ need to "think customer."

- finance departments
- marketing departments
- senior managers
- manufacturing departments
- all departments

Answer: <https://biology-forums.com/index.php?topic=1909490>

Question 583

For a buyer with high involvement with a product category who perceives high differentiation within it, describe the six elements of the hierarchy-of-effects model.

Answer: <https://biology-forums.com/index.php?topic=1909152>

Question 584

Consumers often rank brands according to price tiers in a category.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908896>

Question 585

Question 1. To respond effectively and provide value delivery, the company requires _____ to integrate major business processes within a single family of software modules.

- internal resource management
- strategic management
- marketing management
- internal auditing management
- human resource management

Question 2. With respect to value delivery, _____ allows the company to handle complex relationships with its trading partners to source, process, and deliver products.

- a value matrix
- business partnership management
- a global distribution policy
- a business development strategy
- total quality management

Answer: <https://biology-forums.com/index.php?topic=1908487>

Question 586

The job of translating target customer requirements into a working prototype is helped by a set of methods known as quality function deployment, which takes the desired customer attributes and turns them into a list of engineering attributes.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909368>

Question 587

Question 1. All of the following would be considered to be among examples of negatively correlated attributes and benefits EXCEPT _____.

- powerful versus safe
- taste versus low calories
- low price versus high quality
- supply versus demand
- nutritious versus good tasting

Question 2. There are at least three key consumer desirability criteria for PODs (points-of-difference): relevance, distinctiveness, and _____.

- nontechnological
- believability
- information content
- economy
- presentation style

Answer: <https://biology-forums.com/index.php?topic=1908741>

Question 588

Question 1. After FedEx watched UPS successfully invade its airborne delivery system, FedEx invested heavily in ground delivery service through a series of acquisitions to challenge UPS on its home turf. This is an example of a _____.

- counteroffensive defense
- contraction defense
- mobile defense
- position defense
- flank defense

Question 2. Market broadening and market diversification are likely tactics employed in which of the following market leader defensive strategies?

- Position defense
- Flank defense
- Preemptive defense
- Mobile defense
- Counteroffensive defense

Answer: <https://biology-forums.com/index.php?topic=1908787>

Question 589

Marketers are using creative and unexpected ad placements to grab consumers' attentions in _____ advertising.

- nontraditional
- customer-specific
- market-specific
- place
- space

Answer: <https://biology-forums.com/index.php?topic=1909200>

Question 590

Question 1. Identify five moments of truth and what you would do to make them positive.

Question 2. Which of the following is a major benefit of the hub-and-spoke system adopted by major U.S. airlines?

- Airlines can expand employee hiring.
- Airlines have more control over which passengers select their services.
- Airlines can service more cities at a lower cost.
- Airlines can save marketing costs.

Answer: <https://biology-forums.com/index.php?topic=1908663>

Question 591

Direct marketing is the use of consumer-direct channels to reach and deliver goods and services to customers without using marketing intermediaries.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909315>

Question 592

Question 1. Who, due to a disappointing experience while traveling with family, developed one of the world's largest lodging enterprises?

- Bill Marriott
- Caesar Ritz
- Kemmons Wilson
- Howard Johnson

Question 2. Which of the following hotels has received all of the hospitality industry and consumer organization awards including the prestigious

Malcolm Baldrige National Quality Award?

- Marriott
- Holiday Inns
- Ritz-Carlton
- Hyatt Hotels and Resorts

Answer: <https://biology-forums.com/index.php?topic=1908667>

Question 593

Question 1. A distribution channel includes distributors, wholesalers, retailers, and agents that display, sell, or deliver the physical product or service(s) to the buyer or user.

- true
- false

Question 2. The main actors in the task environment are the components of demographics, economics, physical setting, technology, the political-legal system, and the social-cultural arena.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908461>

Question 594

Corporate retail organizations achieve economies of scale, greater purchasing power, wider brand recognition, and better-trained employees.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909063>

Question 595

Surgeons and ER nurses would be considered _____ for surgical equipment.

- buzz agents
- venture groups
- lead users
- social networks
- all of the above

Answer: <https://biology-forums.com/index.php?topic=1909353>

Question 596

Question 1. Every company's product line covers a certain part of the total possible range of products and consumer levels.

- true
- false

Question 2. Companies in the "middle market" should never attempt to stretch their line in both directions.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908825>

Question 597

Question 1. Describe the differences between a core belief and secondary belief. Provide an example to illustrate your description.

Question 2. Define a successful green product in the context of the problems typically encountered in green marketing campaigns.

Answer: <https://biology-forums.com/index.php?topic=1908544>

Question 598

Many companies set promotion expenditures at a specified percentage of sales or of the sales price. What are the advantages and disadvantages of this method?

Answer: <https://biology-forums.com/index.php?topic=1909157>

Question 599

Integrated marketing communications can produce stronger message consistency and greater sales impact.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909148>

Question 600

Question 1. Cause-related marketing involves donating a percentage of revenues to a specific cause based on the revenue occurring during the announced period of support.

- true
- false

Question 2. Making gifts of money, goods, or time to help nonprofit organizations, groups, or individuals is known as corporate philanthropy.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908471>

Question 601

Any organization selling to the final consumers is doing retailing. However, it matters how the goods or services are sold and where they are sold.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909058>

Question 602

Department stores today are exclusively worried about competition from other department stores. Other retailing forms are not a threat to department stores' sales and profitability.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909066>

Question 603

In considering when and how to use MPR, management must establish the marketing objectives, choose the PR messages and vehicles, implement the plan carefully, and evaluate the results. To accomplish this, MPR has a number of "tools" at its disposal. List the major tools of effective MPR.

Answer: <https://biology-forums.com/index.php?topic=1909241>

Question 604

Question 1. In-house communications, guest communications such as pagers, radios, voice mail, faxes, and messages, are managed by _____.

- CBX or PBX
- CBX
- PBX

Question 2. The first American cruise ship to set sail from New York City in 1867 was named:

- Olympic
- Manhattan
- Queen Mary
- Quaker City

Answer: <https://biology-forums.com/index.php?topic=1908673>

Question 605

Companies can run the same marketing communications programs as used in the home market or change them for each local market, a process called communication adaptation.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909461>

Question 606

_____ is most important when launching new products, flanker brands, or extensions of well-known brands.

- Weighted exposures
- Frequency
- Media selection
- Impact
- Reach

Answer: <https://biology-forums.com/index.php?topic=1909196>

Question 607

The macromodel of effective communications contains nine elements. Two elements represent the major parties in a communication. These two parties are called _____ and _____.

- sender; subject
- initiator; receiver

- beginner; receiver
- sender; receiver
- receiver; starter

Answer: <https://biology-forums.com/index.php?topic=1909101>

Question 608

Distribution channels within countries can vary considerably.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909467>

Question 609

One of the potential disadvantages of sponsorships is that the success of an event can often _____ and some consumers may still resent the commercialization of events.

- be unfavorable to the sponsor
- be illegal
- attract unfavorable media attention
- be cancelled
- be unpredictable

Answer: <https://biology-forums.com/index.php?topic=1909216>

Question 610

Question 1. According to Seth Godin, marketers can no longer use _____. Instead, marketers should turn to permission marketing as a way to ensure long-term customer relationships and loyalty.

- one-to-one marketing
- interruption marketing
- hard core selling
- advocacy marketing
- task-oriented marketing

Question 2. If the Olive Garden sends employees to special classes to teach them the value of the brand and how pasta is much more than just pasta, Olive Garden is using _____ to accomplish this task.

- cohort marketing
- macrobranding
- internal branding
- interruption marketing
- loyalty marketing

Answer: <https://biology-forums.com/index.php?topic=1908731>

Question 611

Nonstore retailing has not been growing as fast as traditional store retailing.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909062>

Question 612

Question 1. One of the eight categories of buyer-seller relationships is the contractual transaction that generally shows low levels of trust, cooperation, and interaction; exchange is defined by formal contract.

- true
- false

Question 2. In the "customer is king" category of buyer-seller relationship, the category is characterized as being one that is relatively simple where routine exchanges with moderately high levels of cooperation and information exchange occurs.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908654>

Question 613

Question 1. Such areas as sales forecasts, expense forecasts, and break-even analysis are usually found in the financial projections section of the marketing plan.

- true
- false

Question 2. Return on investment (ROI) shows how many units must be sold monthly to offset the monthly fixed costs and average per-unit variable costs.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908502>

Question 614

The starting point in planning marketing communications is an audit of all the potential _____ that customers in the target market may have with the brand and the company.

- usages
- consumers
- exposures
- interactions
- interests

Answer: <https://biology-forums.com/index.php?topic=1909096>

Question 615

Marketing managers must prepare implementation and control plans that cover the various elements of the sales promotion program. _____ is the time necessary to prepare the program prior to launching it.

- Lead time
- Pretesting
- Sell-in time
- Forwarding
- Duration

Answer: <https://biology-forums.com/index.php?topic=1909214>

Question 616

The retailer's product assortment does not need to match the target market's shopping expectations.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909069>

Question 617

When setting the advertising budget, marketers must consider the _____.

- message details
- cost of new product development
- stage in the product life cycle
- cost of television time
- buyer's reaction to the campaign

Answer: <https://biology-forums.com/index.php?topic=1909184>

Question 618

In which step is the salesperson "telling the story" of his product or service?

- Preapproach
- Prospects
- Follow-up
- Presentation
- Closing

Answer: <https://biology-forums.com/index.php?topic=1909310>

Question 619

By adding more channels, companies can gain three important benefits. First, they can increase their market coverage; second, they can lower channel costs; and third, they can provide _____.

- increased exposure
- more customized selling
- increased volume of potential customers
- effective dollar costs/sale
- increased volume of sales

Answer: <https://biology-forums.com/index.php?topic=1908962>

Question 620

The ability of a shopper of laundry detergents to visit a grocery retailer and see a wide variety of brands, sizes, and units for purchase is an example of what elements of the channel service output?

Answer: <https://biology-forums.com/index.php?topic=1909011>

Question 621

Many companies are increasingly working with public interest groups to avoid perceptions of _____—insincere, phony efforts to appear more environmentally sensitive than they really are.

- decentralization
- greenwashing
- legalistic actions
- containerization
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909494>

Question 622

A well-chosen celebrity can draw attention to a product or brand but also poses certain risks. Identify three of those risks.

Answer: <https://biology-forums.com/index.php?topic=1909171>

Question 623

A company's costs take two forms. _____ are costs that do not vary with production or sales revenue.

- Attributed costs
- Variable costs
- Unknown costs
- Adjusted costs
- Fixed costs

Answer: <https://biology-forums.com/index.php?topic=1908869>

Question 624

Question 1. Better-trained personnel exhibit several characteristics such as _____, which means they perform the service consistently and accurately.

- responsiveness
- courtesy
- reliability
- credibility
- competence

Question 2. Better-trained personnel exhibit several characteristics such as _____, which means they respond quickly to customers' requests and problems.

- reliability
- competence
- credibility
- courtesy
- responsiveness

Answer: <https://biology-forums.com/index.php?topic=1908841>

Question 625

Question 1. Bill always takes his shoes to the same cobbler when they need to be resoled because that cobbler always has the shoes ready quickly. This cobbler excels at which of the following five determinants of service quality?

- Assurance
- Reliability
- Tangibles
- Responsiveness
- Empathy

Question 2. Gloria always goes to the same bagel shop in the morning because the workers there remember her name and know her order. They always make her feel welcome. The employees of this bagel shop excel at which of the following determinants of service quality?

- Empathy
- Assurance
- Reliability
- Responsiveness

- Tangibles

Answer: <https://biology-forums.com/index.php?topic=1908859>

Question 626

Question 1. Identify and define the four Ps and the corresponding consumer-oriented SIVA dimensions.

Question 2. According to Starbucks Chairman Howard Schultz, "Consumers now commonly engage in a cultural audit of [product and service] providers. People want to know your value and ethics demonstrated by how you treat employees, the community in which you operate." Discuss the concept of social responsibility marketing and how it impacts both companies and consumers.

Answer: <https://biology-forums.com/index.php?topic=1908476>

Question 627

If demand hardly changes with a small change in price, we say that the demand is _____.

- inelastic
- elastic
- marginal
- equal
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908865>

Question 628

Question 1. One of the main problems that can prevent a firm from effectively using CRM is that some of the assumptions behind CRM may not always hold true. Give an example of one of these assumptions that might not always hold true.

Question 2. According to information provided in the text, what are the four main perils of CRM?

Answer: <https://biology-forums.com/index.php?topic=1908613>

Question 629

Your company is in the beginning stages of rolling out its new line of fishing gear. Targeted consumers include fishing clubs, sporting good store buyers, and subscribers to fishing magazines. In marketing terms, these prime prospects would be classified as _____.

- indirect users
- laggards
- early adopters
- innovators
- heavy users

Answer: <https://biology-forums.com/index.php?topic=1909406>

Question 630

The price a firm charges for its product does not affect where it chooses to position the product in the marketplace.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908895>

Question 631

Question 1. To match supply and demand on the supply side, marketers can employ a number of strategies. Which of the following is NOT one of these strategies?

- Increase consumer participation
- Share services
- Employ a reservation system
- Maximize peak-time efficiency
- Utilize part-time employees

Question 2. According to Berry, Parasuraman, and Zeithaml, _____ is the single most important dimension of service quality.

- service design
- recovery
- fair play
- listening
- reliability

Answer: <https://biology-forums.com/index.php?topic=1908844>

Question 632

Predatory pricing—selling below cost with the intention of destroying competition—is legal under certain conditions.

- true

- false

Answer: <https://biology-forums.com/index.php?topic=1908915>

Question 633

Call centers that initiate calls to prospects and customers are called _____.

- telecoverage
- outbound telemarketing
- inbound telemarketing
- telesales
- teleprospecting

Answer: <https://biology-forums.com/index.php?topic=1909294>

Question 634

Question 1. Wal-Mart is perhaps one of the best illustrations of the threat of _____ found in Porter's model.

- substitute products
- intense segment rivalry
- new entrants
- suppliers' growing bargaining power
- buyers' growing bargaining power

Question 2. A segment is unattractive if the company's suppliers are able to raise prices or reduce quantity supplied. Which of the following is the best illustration of the threat of suppliers' growing bargaining power?

- The U.S. Post Office has merged package operations with FedEx.
- McDonald's is the largest fast-food franchise and is still growing.
- Oil companies must purchase a significant amount of their product from OPEC.
- Wal-Mart has almost no competitors in its marketplace.
- Sears unsuccessfully attempted to compete with Wal-Mart and Kmart.

Answer: <https://biology-forums.com/index.php?topic=1908782>

Question 635

One of the characteristics that affects the adoption of a product is compatibility, which is defined as the degree to which the innovation matches the values and experiences of the individuals.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909377>

Question 636

How do EDLP and high-low pricing strategies affect consumer price judgments?

Answer: <https://biology-forums.com/index.php?topic=1908919>

Question 637

The pervasiveness of advertising permits the seller to repeat a message many times. It also allows the buyer to receive and compare the messages of various competitors.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909143>

Question 638

When supermarkets and department stores drop the price on well-known brands to stimulate store traffic, this is called _____.

- special-event pricing
- net pricing
- EDLP
- loss-leader pricing
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908873>

Question 639

Question 1. Today, most products are in the _____ of the life cycle, and most marketing managers must cope with the problems and challenges of this stage.

- decline stage
- maturity stage

- pioneering stage
- introduction stage
- growth stage

Question 2. The maturity stage of the product life cycle can be divided into three distinct phases. If the absolute level of sales starts to decline and customers begin switching to other products, the product is most likely in the _____ phase of the maturity stage.

- decaying maturity
- competitive vulnerability
- abandonment
- growth
- stable

Answer: <https://biology-forums.com/index.php?topic=1908751>

Question 640

When prototypes are ready, they must be put through rigorous functional tests and _____ before they enter the marketplace.

- internal tests
- consumer behavior testing
- lab testing
- marketing department testing
- customer tests

Answer: <https://biology-forums.com/index.php?topic=1909363>

Question 641

The model of service-quality expectations is based on the premise that customer perceptions and expectations of service quality change over time, but at any one point in time are a function of prior expectations of what will and what should happen during the service encounter, as well as the actual service delivered during the last contact. The researchers' empirically tested model contends that the two different types of expectations have opposing effects on perceptions of service quality. List these two models.

Answer: <https://biology-forums.com/index.php?topic=1908849>

Question 642

Question 1. Briefly summarize the two views of the value delivery process that may be followed by organizations seeking to gain business from consumers.

Question 2. The firm's success depends not only on how well each department performs its work, but also on how well the various departmental activities are coordinated to conduct core business processes. List and briefly describe the five core business processes outlined in the text.

Answer: <https://biology-forums.com/index.php?topic=1908504>

Question 643

The Web offers the advantage of contextual placements. Marketers can buy ads from sites that are related to their offerings. An example of a contextual placement ad would be _____.

- Johnson and Johnson ads that appear on a new car dealer's Web site
- an ad for new cars when the user logs on to a Web site
- new car ads that appear when the user types in the term baby
- ads for expensive yachts when the term bankruptcy is typed
- Johnson and Johnson ads that appear when a consumer types in the term baby

Answer: <https://biology-forums.com/index.php?topic=1909329>

Question 644

In attempting to measure the effectiveness of your advertising, you undertake to pretest the advertising. What are the three methods of pretesting?

Answer: <https://biology-forums.com/index.php?topic=1909273>

Question 645

An increasing number of companies are basing their pricing on perceived value, which is the value that the consumer decides the product is worth and is the same across all incomes and regions of the company.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908903>

Question 646

In a _____, the marketing activity is organized to meet the needs of distinct customer groups rather than being focused on marketing functions, regions, or products.

- brand-centered organization

- brand asset organization
- customer-management organization
- product-centered organization
- market-centered organization

Answer: <https://biology-forums.com/index.php?topic=1909487>

Question 647

Question 1. The front office, housekeeping, concierge, security, and communications all belong to which division?

- Human resources
- Sales
- Rooms
- Food and beverage

Question 2. The individual responsible for the task of balancing the guest accounts receivable is the:

- night auditor
- concierge
- front desk sales associate
- executive housekeeper

Answer: <https://biology-forums.com/index.php?topic=1908670>

Question 648

Not all companies undertake market testing. What factors influence the amount of market testing a product receives?

Answer: <https://biology-forums.com/index.php?topic=1909423>

Question 649

The two-step flow confirms the notion that consumption styles are primarily influenced by the "trickle-down" or "trickle-up" effect from mass media.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909138>

Question 650

Question 1. The experimental prototype community of tomorrow or _____ is a unique, permanent, and ever-changing world's fair.

Question 2. A place where people can go to enjoy not only gambling but also find a hotel room, food and beverage, retail shops, entertainment, or even a spa is called:

- a shopping mall
- gaming entertainment industry
- the food and lodging industry
- the casino industry

Answer: <https://biology-forums.com/index.php?topic=1908691>

Question 651

Question 1. Some marketing efforts suffer from "green marketing myopia." Define "green marketing myopia" and identify the three keys to avoiding this.

Question 2. What four trends in technology should marketers monitor?

Answer: <https://biology-forums.com/index.php?topic=1908545>

Question 652

Question 1. One key to customer retention is customer satisfaction.

- true
- false

Question 2. Consumers' expectations result exclusively from past buying experiences.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908599>

Question 653

Many companies require representatives to develop an annual territory-marketing plan in which they outline their program for developing new accounts and increasing business in the existing accounts. Sales managers use these to develop _____.

- sales quotas
- an estimate of the number of salespeople needed
- sales objectives

- company objectives
- performance standards

Answer: <https://biology-forums.com/index.php?topic=1909306>

Question 654

Question 1. A(n) _____ is a group of firms that offer a product or class of products that are close substitutes for one another.

- monopoly
- industry
- cartel
- demand field
- cooperative

Question 2. Using the market approach, _____ are companies that satisfy the same customer need.

- partners
- entrepreneurs
- innovators
- followers
- competitors

Answer: <https://biology-forums.com/index.php?topic=1908783>

Question 655

Question 1. The modern customer-oriented organization chart places top management at the top of the pyramid as long as they can think like consumers.

- true
- false

Question 2. There are two determinates of customer-perceived value: total customer benefit and total customer cost.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908594>

Question 656

Question 1. The data analysis phase of the marketing research process is generally the most expensive and the most prone to error.

- true
- false

Question 2. One of the characteristics of good marketing research is that it uses multiple methods.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908566>

Question 657

Companies that fail to develop new products are putting themselves at risk. Explain why this is true.

Answer: <https://biology-forums.com/index.php?topic=1909410>

Question 658

At some stock level point, management must reorder product to refill the inventory to an acceptable level. This point is called the _____.

- inventory carrying costs
- inventory
- minimum inventory level
- order (reorder) point
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909054>

Question 659

The seller sells a plant, equipment, or technology to another country and agrees to accept as partial payment products manufactured with the supplied equipment in a _____.

- offset
- barter
- buyback arrangement
- co-optation
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908871>

Question 660

_____ measures a product's handling costs from the time the product reaches the warehouse until a customer buys it in the retail store.

- Shelf management
- Profitability analysis
- Direct product performance analysis
- Direct product profitability analysis
- Brand management

Answer: <https://biology-forums.com/index.php?topic=1909041>

Question 661

Question 1. Carol is currently considering buying a Motorola cell phone offered by her service provider in conjunction with a two-year service contract. Carol is best characterized as a(n) _____ for Motorola.

- advocate
- partner
- prospect
- first-time customer
- member

Question 2. Southwest Airlines offers a Rapid Rewards program, an example of a _____ that allows customers to count flights they have taken toward free future flights.

- club membership program
- one-to-one marketing program
- customer churn
- value proposition
- value delivery system

Answer: <https://biology-forums.com/index.php?topic=1908604>

Question 662

Because wholesalers do not actually manufacture a product, they are unable to effectively manage asset productivity.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909084>

Question 663

Many companies set annual sales quotas. Quotas can be set on dollar sales, selling effort or activity, margin, product type, and _____.

- call ratio
- unit volume
- close ratio
- selling price
- attendance

Answer: <https://biology-forums.com/index.php?topic=1909303>

Question 664

Price elasticity depends on the magnitude and direction of the price change. It may differ for a price cut versus a price increase. When the price changes have little or no effect, there might exist a _____ for your product.

- price indifference band
- collective price
- selective price
- substitute product
- promotional price

Answer: <https://biology-forums.com/index.php?topic=1908867>

Question 665

Question 1. Minority suppliers are the fastest-growing segment of today's business landscape, reflecting the importance of supplier diversity to business buyers.

- true
- false

Question 2. Today, purchasing departments occupy a relatively low position in the management hierarchy and answer primarily to the vice-president of marketing.

- true

- false

Answer: <https://biology-forums.com/index.php?topic=1908647>

Question 666

New-product development can be hindered by several factors. List three of the factors hindering new-product development.

Answer: <https://biology-forums.com/index.php?topic=1909412>

Question 667

Because only 2% of direct-mail prospects actually make an order, today direct marketers are measuring the impact of the direct-mail promotion on _____.

- buzz
- interest
- awareness
- exposure
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909324>

Question 668

_____ is the specialized knowledge that the communicator possesses to back the advertising claim.

- Faith
- Likeability
- Expertise
- Trustworthiness
- Source

Answer: <https://biology-forums.com/index.php?topic=1909116>

Question 669

A creative brief is an elaboration of the positioning statement and includes such items as _____.

- key brand benefits
- key actors to be used in the commercial
- detailed instructions for the print ads
- detailed instructions for the director of the commercial
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909186>

Question 670

Explain the elements of the macromodel of communication process and list the nine elements contained.

Answer: <https://biology-forums.com/index.php?topic=1909151>

Question 671

Puffery is defined as _____.

- simple exaggerations
- lies
- statements used in sales brochures to tout the benefits of a product
- a description of a bakery product
- legal nontruths

Answer: <https://biology-forums.com/index.php?topic=1909194>

Question 672

Question 1. As one marketing executive noted, _____ are "...the most cost-effective, quickest, dirtiest way to get information in rapid time on an idea."

- focus groups
- surveys
- tele-us machines
- in-store interviews
- scanners

Question 2. One of the don'ts of questionnaire construction is to ensure that fixed responses do not overlap. Which of the following is the best illustration of a problem that this "don't" might cause?

- A consumer must describe a cartoon about buying a car.
- A question has three possible responses: yes, no, or maybe.

- An income question asks for an income designation in one of the following income categories: \$0-\$20,000, \$20,000-\$40,000, or \$40,000 and above.
- A consumer is asked whether or not he or she could spy on another consumer's shopping experience.
- A consumer is asked to describe a recent event while driving.

Answer: <https://biology-forums.com/index.php?topic=1908576>

Question 673

Nonstore retailing falls into four major categories. Which of the following is NOT one of the four nonstore retailing categories?

- Internet sales
- Direct marketing
- Buying service
- Automatic vending
- Direct selling

Answer: <https://biology-forums.com/index.php?topic=1909028>

Question 674

The methodology of quality function deployment takes the list of desired _____ generated by market research and turns them into a list of _____ that the engineers can use.

- customer attributes; engineering attributes
- consumer attributes; environmental attributes
- customer attributes; engineering mandates
- consumer attributes; engineering specifications
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909362>

Question 675

Question 1. _____ is about making sure that the brand and its marketing are as relevant as possible to as many customers as possible.

- Segmenting marketing
- Rationalizing brands
- Brand imagery
- Personalizing marketing
- Emotionalizing brands

Question 2. Which of the following is one of the main ways to measure brand equity?

- Directly assessing the actual impact of brand knowledge on consumer response to different aspects of marketing
- Statistical analysis of demographics
- Secondary evaluation of governmental statistics
- Evaluating published statistics of competitors
- Hiring independent evaluators

Answer: <https://biology-forums.com/index.php?topic=1908718>

Question 676

Question 1. Sellers benefit from systems contracting through lower operating costs as a result of steady demand and reduced paperwork.

- true
- false

Question 2. The buying center is where consumers go to purchase their goods and services.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908644>

Question 677

Profitability control can be approached from a product, territory, customer, segment, trade channel, or order size basis.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909523>

Question 678

Question 1. The beginning of the new century brought a series of new challenges. All of the following would be considered to be among those challenges EXCEPT _____.

- corporate scandals
- the rise of terrorism
- a deterioration of innovative ideas

- the steep decline of the stock market
- increasing unemployment

Question 2. With the rapidly changing global picture, the firm must monitor six major forces. All of the following would be among those forces EXCEPT _____.

- social-cultural
- promotional
- natural
- demographic
- economic

Answer: <https://biology-forums.com/index.php?topic=1908514>

Question 679

The awareness and attitudes created by advertising campaigns do not generally affect the success of direct sales pitches.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909147>

Question 680

Question 1. A service company can differentiate itself by designing a better and faster delivery system. Of the three levels of differentiation, _____ describes how well suppliers handle emergencies, product recalls, and answering inquiries.

- resilience
- innovativeness
- reliability
- preparedness
- none of the above

Question 2. Not all _____ improve service quality, but they can make service transactions more accurate, convenient, and faster.

- strategic concepts
- service standards
- self-service technologies
- top management commitment
- service-quality perceptions

Answer: <https://biology-forums.com/index.php?topic=1908860>

Question 681

Question 1. The new, more strategically oriented purchasing departments have a mission to _____.

- always make a profit
- continue to seek outsourcing as their primary strategy
- use consultants whenever possible
- seek the best value from fewer and better suppliers
- always take the lowest bid

Question 2. In reordering office supplies, the only buyphases that the buyer passes through are the product specification phase and the _____ phase.

- performance review
- order-routine specification
- general need description
- problem recognition
- supplier search

Answer: <https://biology-forums.com/index.php?topic=1908657>

Question 682

Question 1. All of the following would be considered to be steps to improve the quality of marketing intelligence in a company EXCEPT _____.

- networking externally
- training and motivating the sales force to spot and report new developments
- motivating intermediaries to pass along important information
- using guerrilla tactics such as going through a competitor's trash
- purchasing information from outside suppliers

Question 2. The 2000 U.S. census provides an in-depth look at the population swings, demographic groups, regional migrations, and changing family structure of 281+ million people. Which of the following steps to improve the quality of a company marketing intelligence system would be most closely associated with this illustration?

- A company can purchase information from outside suppliers.
- A company can use its sales force to collect and report data.

- A company can network externally.
- A company can use online customer feedback systems to collect data.
- A company can take advantage of government data sources.

Answer: <https://biology-forums.com/index.php?topic=1908510>

Question 683

For a baby lotion ad, a magazine read by one million young mothers has high _____.

- extra services
- ad-placement policies
- editorial quality
- supply-side measurement
- audience quality

Answer: <https://biology-forums.com/index.php?topic=1909255>

Question 684

If a full-page, four-color ad in Newsweek costs \$200,000 and Newsweek's estimated readership is 3.1 million people, the cost of exposing the add to 1,000 people is approximately _____.

- \$41
- \$84
- \$77
- \$65
- \$53

Answer: <https://biology-forums.com/index.php?topic=1909254>

Question 685

Your local retailer has instituted an EDLP pricing program for his stores. What would one of the reasons be for the retailer to adopt an EDLP pricing policy?

Answer: <https://biology-forums.com/index.php?topic=1908921>

Question 686

What is the appeal of point-of-purchase advertising?

Answer: <https://biology-forums.com/index.php?topic=1909271>

Question 687

Direct marketers seek a measurable response, typically a customer order. This is sometimes called _____.

- direct-order marketing
- benchmarking
- first-time ordering
- direct marketing
- direct-access marketing

Answer: <https://biology-forums.com/index.php?topic=1909283>

Question 688

Question 1. "It's not delivery, it's DiGiorno!" This ad campaign helped DiGiorno's pizza become the frozen pizza leader. Which of the following terms is most associated with the company's promotional success strategy?

- Vertical integration
- Price leader
- Superior quality control
- Clever positioning
- Value relationships

Question 2. _____ may be based on virtually any type of attribute or benefit. For example, FedEx uses "guaranteed overnight delivery" and Nike uses "performance."

- Points of service
- Points of defensibility
- Points of conflict
- Points-of-parity
- Points-of-difference

Answer: <https://biology-forums.com/index.php?topic=1908779>

Question 689

Question 1. Contracts are always sufficient to govern supplier transactions and prevent supplier opportunism.

- true
- false

Question 2. A good illustration of a member of the institutional market would be Boeing because it is a member of the aviation institution structure.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908655>

Question 690

Question 1. A low market share-penetration index indicates substantial growth potential for all the firms.

- true
- false

Question 2. Companies interested in market potential have a special interest in the product-penetration percentage, which is the percentage of ownership or use of a product or service in a population.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908572>

Question 691

Question 1. The proliferation of targeted media and communication channels has allowed marketers to become much more aware of their target consumers' preferences and to customize both products and messages for individual consumers.

- true
- false

Question 2. The marketing concept is one of the oldest concepts in business.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908464>

Question 692

One of a retailer's most important decisions is "location, location, location."

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909076>

Question 693

The majority of sales representatives require encouragement and special incentives, especially _____.

- those in the field who encounter a number of daily challenges
- those who have been in sales for a long time
- those who are responsible for maintaining strong relationships with existing customers
- those working primarily from the main office
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909335>

Question 694

In commercializing a new product, market-entry timing is critical. Suppose your company has completed its development work on its new pet food feeder product but learns that a competitor is close to launching a competitive product. What three choices does the company face?

Answer: <https://biology-forums.com/index.php?topic=1909425>

Question 695

According to the IEG Sponsorship Report, \$14.9 billion was projected to be spent on sponsorships in North America during 2007. List the eight reasons why marketers may want to sponsor an event.

Answer: <https://biology-forums.com/index.php?topic=1909239>

Question 696

Question 1. All the buyers who are able and willing to buy a company's products or services are called the overall market share.

- true
- false

Question 2. A target market is the set of consumers who profess a sufficient level of interest in a market offer.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908570>

Question 697

Prices are a key positioning factor to retailers and must be decided in relation to the target market.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909073>

Question 698

The three elements of the services mix for retailers includes _____.

- direct product profitability
- target marketing
- ancillary services
- breath and depth
- transition zone

Answer: <https://biology-forums.com/index.php?topic=1909042>

Question 699

The term "complexity" is defined as the degree to which the innovation is difficult to understand and use.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909378>

Question 700

_____ involve(s) a variety of programs designed to promote or protect a company's image or its individual products.

- Public relations
- Publicity
- Press releases
- Press relations
- Corporate communications

Answer: <https://biology-forums.com/index.php?topic=1909220>

Question 701

The control process includes the following: _____.

- goal setting, brand review, marketing audit, corrective action
- management scorecard, goal setting, marketing audit, corrective action
- efficiency control, strategic control, goal setting, corrective action
- brand audit, control review, efficiency control, corrective action
- goal setting, performance measurement, performance diagnosis, corrective action

Answer: <https://biology-forums.com/index.php?topic=1909500>

Question 702

Describe concept testing as it is used to manage the development process.

Answer: <https://biology-forums.com/index.php?topic=1909383>

Question 703

Companies handle the organizational aspect of new-product development in several ways. Some companies use product managers, others use new-product managers, and others use different techniques. List two additional organizational methods.

Answer: <https://biology-forums.com/index.php?topic=1909413>

Question 704

Question 1. Frederick Herzberg developed a two-factor theory that distinguishes dissatisfiers and satisfiers. How does Herzberg's theory affect sellers' marketing strategy?

Question 2. The business buyer faces many decisions in making a purchase. The number of decisions depends on the buying situation. All of the following contribute to the number of decisions required EXCEPT the _____.

- newness of the buying requirement
- applicability of situation to mission statement
- number of people involved
- time required

• complexity of the problem being solved

Answer: <https://biology-forums.com/index.php?topic=1908632>

Question 705

Question 1. Services can be high in search qualities. Which one of the following is NOT seen as high in search qualities?

- A medical diagnosis
- Decorating
- A restaurant
- A haircut
- None of the above

Question 2. If we say that services cannot be seen before purchase, forcing customers to look for other clues to assess service quality, we mean that services are _____.

- intangible
- perishable
- variable
- inseparable
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908853>

Question 706

CaféMom is an example of a(n) _____ that has several thousand members who participate in dozens of different forums for moms.

- interstitial
- mobile market
- buzz market
- viral market
- social network

Answer: <https://biology-forums.com/index.php?topic=1909332>

Question 707

Micromodels of marketing communications concentrate on consumers' specific responses to communications.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909129>

Question 708

Question 1. Assume that you have been given the task of assessing customer value at your organization. Further, you have been instructed to use the "compositional approach" to make this assessment. Describe what you would do if you used the compositional approach in assessing customer value.

Question 2. Your organization is considering selling its products to the institutional market. What type of customers will you be making your appeals to? Give specific examples.

Answer: <https://biology-forums.com/index.php?topic=1908658>

Question 709

Question 1. Whereas economic circumstances can have a profound effect on consumption, occupation does not impact how people spend their money and what they buy.

- true
- false

Question 2. One of the five traits of a product's brand personality is thought to be its shape.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908618>

Question 710

Question 1. If a company sought to expand the number of existing products sold to its current markets, it would use an integrative growth strategy labeled as "market-penetration strategy."

- true
- false

Question 2. If a company sought to grow via a strategy that required the company to seek new businesses that have no relationship to its current technology, products, or markets, the company would be using a diversification strategy called a conglomerate strategy.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908492>

Question 711

Question 1.Explain the concept of brand equity.

Question 2.Advertising agency Young and Rubicam (Y&R) developed a model of brand equity called Brand Asset Valuator (BAV). What is the intent of the BAV model? List and briefly characterize the five key components (pillars) of brand equity.

Answer: <https://biology-forums.com/index.php?topic=1908723>

Question 712

A supply chain view of a firm sees markets as destination points and amounts to a linear view of the flow. The company should first think of the target market and then design the supply chain backward from that point. This view is called _____.

- demand chain planning
- value network
- customer planning
- demand retail planning
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908936>

Question 713

Question 1.Most marketing plans conclude with a section that indicates how the plan will be implemented.

- true
- false

Question 2.Within the marketing strategy section of the marketing plan, goals and budgets are spelled out for each month or quarter so management can review each period's results and take corrective action as needed.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908503>

Question 714

Question 1._____ is the largest gaming revenue-producing city in the world.

Question 2.What is the primary responsibility of the convention and visitors' bureau?

- Develop an infrastructure for the city
- Plan meetings for visiting groups
- Generate and increase revenue in the city
- Increase government involvement in the hospitality industry

Answer: <https://biology-forums.com/index.php?topic=1908694>

Question 715

Your firm has chosen a few representative cities, and the sales force tries to sell the trade on carrying the product and giving it good shelf exposure. The company puts on a full advertising and promotion campaign. Total costs exceed \$1 million dollars. Your firm has decided to conduct a _____.

- commercialization test
- simulated test market
- test market
- sales-wave research
- controlled test market

Answer: <https://biology-forums.com/index.php?topic=1909402>

Question 716

If ads for Johnson & Johnson's Tylenol headache reliever popped up on brokers' Web sites whenever the stock market fell by 100 points or more, this type of online ad would be called a(n) _____.

- paid-search ad
- banner ad
- display ad
- interstitial
- pay-per-click ad

Answer: <https://biology-forums.com/index.php?topic=1909331>

Question 717

In testing consumer products, the company seeks to estimate four variables: trial, first repeat, adoption, and purchase frequency.

- true

- false

Answer: <https://biology-forums.com/index.php?topic=1909371>

Question 718

Question 1. Samples of less than 1% of a population can often provide good reliability, with a credible sampling procedure.

- true
- false

Question 2. Probability sampling allows confidence limits to be calculated for sampling error and makes the sampling more representative.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908563>

Question 719

_____ differ greatly depending upon the level of production.

- Unknown costs
- Adjusted costs
- Attributed costs
- Variable costs
- Fixed costs

Answer: <https://biology-forums.com/index.php?topic=1908870>

Question 720

Research has shown that gray market activity is most effectively deterred when the penalties are severe, when manufacturers are able to detect violations or mete out punishments in a timely fashion, or both.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909466>

Question 721

Given strong consumer resistance to price hikes, marketers go to great lengths to find alternative approaches that will allow them to postpone a price increase. Which of the following is NOT one of these approaches?

- Shrink package sizes.
- Reduce or eliminate some product features.
- Demand upfront payment before shipping goods.
- Reduce or eliminate some services, such as free delivery.
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908882>

Question 722

Question 1. When companies provide rewards to customers who buy frequently and in substantial amounts, this is referred to as _____.

- loyalty programs
- benefit programs
- satisfaction programs
- frequency programs
- quality programs

Question 2. An organized collection of comprehensive information about individual customers or prospects that is current, accessible, and actionable for such marketing purposes as lead generation, lead qualification, sale of a product or service, or maintenance of customer relationships is called _____.

- customer segments
- a customer mail list
- target market segments
- a customer database
- relationship markets

Answer: <https://biology-forums.com/index.php?topic=1908590>

Question 723

Formulating the communications to achieve the desired response will require solving the problems of message strategy and creative strategy among others. Define and then describe the differences between these two strategies.

Answer: <https://biology-forums.com/index.php?topic=1909154>

Question 724

When the major car companies added drink holders to the design of their cars, they were practicing _____, where the firm attaches high importance to incorporating customer preferences in the final designs.

- customer-driven engineering
- marketing applications
- dual adaptation
- implementation of customer requests
- listening skills

Answer: <https://biology-forums.com/index.php?topic=1909393>

Question 725

Question 1. Marketers from which of the following are most likely to use database marketing?

- An airline
- A toothpaste manufacturer
- A candy bar manufacturer
- A grand piano maker
- None of the above would use database marketing.

Question 2. Managers who believe the customer is the company's only true "profit center" consider the traditional organization chart to be obsolete.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908593>

Question 726

If demand changes considerably, we say that the demand is _____.

- inelastic
- marginal
- equal
- elastic
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908866>

Question 727

Every _____ delivers an impression that can strengthen or weaken a customer's view of the company.

- brand contact
- salesman
- direct-mail piece
- featured ad
- brand equity

Answer: <https://biology-forums.com/index.php?topic=1909094>

Question 728

Question 1. If a marketing researcher selects the most accessible population members, he or she would have selected the _____ sampling method.

- judgment
- simple random
- cluster
- convenience
- stratified random

Question 2. If a researcher finds and interviews a prescribed number of people in each of several categories, the researcher is using the _____ sampling method.

- judgment
- simple random
- cluster
- convenience
- quota

Answer: <https://biology-forums.com/index.php?topic=1908548>

Question 729

Question 1. Jeanine would like to own a Mercedes but is unable to afford to buy one at this time. Jeanine is part of the _____ for this product.

- projected market
- available market
- potential market
- target market
- penetrated market

Question 2. Jason is examining a recent breakdown of his company's West Coast market. The terms in the report are somewhat confusing because there was no attached vocabulary key to assist the uninformed reader. Jason is looking for the set of consumers who are currently buying his company's products. Which of the following terms will assist him in finding the right column for his data query?

- Available market
- Penetrated market
- Potential market
- Target market
- Bilateral market

Answer: <https://biology-forums.com/index.php?topic=1908581>

Question 730

The ability to identify the brand within the category, in sufficient detail to make a purchase, is known as _____.

- brand awareness
- category need
- brand attitude
- brand purchase intention
- brand conviction

Answer: <https://biology-forums.com/index.php?topic=1909108>

Question 731

To attract top-quality sales reps, a company must develop an attractive compensation package. What are the four components of sales-force compensation?

Answer: <https://biology-forums.com/index.php?topic=1909346>

Question 732

Question 1. A strategy is a game plan for achieving what the business unit wants to achieve.

- true
- false

Question 2. A firm employing a focus strategy must be good at engineering, purchasing, manufacturing, and physical distribution.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908497>

Question 733

Question 1. Once a company has identified its main competitors and their strategies, it must next ask: _____?

- What is the attrition rate in the market
- What are the competitors' objectives
- What are the competitive promotion schemes
- What are the competitive brand attributes
- What are the subtle market entrance requirements

Question 2. In general, a company should monitor the following variables when analyzing competitors: _____, share of heart, and share of market.

- share of mind
- share of demand
- share of profits
- share of promotion
- share of universe

Answer: <https://biology-forums.com/index.php?topic=1908785>

Question 734

Question 1. The available purchasing power in an economy depends on current income, prices, savings, debt, and credit availability.

- true
- false

Question 2. Egypt is a good example of a raw-material-exporting economy.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908537>

Question 735

Today customers expect channel integration to work smoothly. Which of the following is NOT one of the characteristics of channel integration?

- The right to receive discounts based on total online and off-line purchases
- The ability to return an online purchase at the retail location
- The ability to order the product online and pick it up at a retail location
- Offering gift certificates that can be redeemed online and off-line
- None of the above are characteristics of channel integration

Answer: <https://biology-forums.com/index.php?topic=1908933>

Question 736

Question 1. A plumbing firm is considered a service firm because they are providing "services" to households and businesses. The service component then would fall into which one of the following categories of offerings?

- Tangible good with accompanying services
- Pure service
- Hybrid
- Pure tangible good
- Major service with accompanying minor goods and services

Question 2. Some services are easy to evaluate by the consumer and others are not. Which one of the following would be considered high in credence qualities and thus hard to evaluate by the majority of consumers?

- A haircut
- A restaurant
- Decorating
- A medical diagnosis
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908852>

Question 737

Manufacturers are constantly tempted to move from exclusive or selective distribution to more intensive distribution in order to _____.

- leave the market
- decrease coverage and sales
- enter the market
- increase coverage and sales
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908947>

Question 738

Although outdoor advertising has limited audience selectivity, it _____.

- offers low repeat exposure
- is highly inflexible
- is very expensive
- is subject to low competition
- all of the above

Answer: <https://biology-forums.com/index.php?topic=1909249>

Question 739

Question 1. From its origins as an animated film producer, Walt Disney Company has moved into licensing characters for merchandised goods and developed theme parks and vacation and resort properties. What strategy best describes Disney's growth?

Question 2. When Yahoo! began to flounder in the 2001, CEO Terry Semel imposed a more conservative, buttoned-down atmosphere on the freewheeling Internet start-up. At the new Yahoo!, spontaneity is out and order is in. What term is most closely applied to this organizational change phenomenon? Be sure to explain what the term means with respect to this example.

Answer: <https://biology-forums.com/index.php?topic=1908509>

Question 740

Question 1. Services cannot be stored. This concept is unique to service marketers and is called _____.

- heterogeneity
- perishability
- intangibility
- standardization
- none of the above

Question 2.To match demand and supply, service marketers can utilize a number of strategies on the demand side. Which of the following is NOT one of these strategies?

- Share services
- Manage demand levels through a reservation system
- Provide complementary services to waiting customers
- Differential pricing
- Cultivate nonpeak demand

Answer: <https://biology-forums.com/index.php?topic=1908843>

Question 741

Retailers can position themselves as offering one of four levels of service. However, self-selection and self-service are the same in discount retailers.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909059>

Question 742

Communicators use positive emotional appeals to attract consumer attention and raise their _____ with an ad.

- involvement
- interest
- emotions
- exposure
- assessment

Answer: <https://biology-forums.com/index.php?topic=1909114>

Question 743

Question 1.List three ways in which the back of the house serves the front of the house to meet guest needs and expectations.

Question 2.You are the manager of a dining room. Briefly describe three characteristics that would create guest loyalty and repeat business?

Answer: <https://biology-forums.com/index.php?topic=1908662>

Question 744

Question 1.You are about to change the emphasis of your organization from a competitor-centered company to a customer-centered one. What are the advantages to making such a switch?

Question 2.Marketing planning begins with the formulation of an offering to _____ target customers' needs or wants.

- comprehend
- compete with
- capture
- meet
- undermine

Answer: <https://biology-forums.com/index.php?topic=1908812>

Question 745

In choosing the proper media to carry the message, advertisers must decide on _____.

- target markets, users, and heavy users
- reach, impact, and television stations
- reach, frequency, and impact
- markets, target markets, and consumers
- strategy, users, and media

Answer: <https://biology-forums.com/index.php?topic=1909195>

Question 746

Question 1.In the decline phase of the product life cycle, if a firm "milks" the firm's investment to recover cash quickly, it is using a strategy called _____.

- psychological divestment
- abandonment
- harvesting
- reverse engineering
- positioning

Question 2.If an organization chooses "harvesting" as a decline stage PLC strategy, the first step in using such a strategy would likely be to _____.

- cut R&D costs and plant and equipment investment
- rejuvenate the brand or product

- require that all distributors reduce inventory of older models of the product
- cut all promotional expenses
- cancel distribution contracts

Answer: <https://biology-forums.com/index.php?topic=1908755>

Question 747

A soft-drink concentrate producer makes a 20% margin on its regular soda and 25% on its diet version of the same drink. The soft-drink bottlers, however, are required to sell both the regular and diet versions to the retailers at the same price. This is a classic example of _____.

- goal incompatibility
- channel coordination
- unclear roles and rights
- direct conflict
- channel conflict

Answer: <https://biology-forums.com/index.php?topic=1908999>

Question 748

Question 1. Scenario analysis can be used to assist companies in appraising how well their corporate culture might match (or not match) potential business partners or acquisitions.

- true
- false

Question 2. Marketing opportunities to supply something that is currently in short supply require significant marketing talent.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908493>

Question 749

In a simulated test market, the firm finds 30 to 40 qualified shoppers and questions them about brand familiarity and preferences in a specific product category.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909370>

Question 750

Question 1. The sales manager is meeting with the meeting planner for a large convention, and the meeting planner would like for the audience to be able to see the main stage but does not feel that note taking by participants will be a requirement. What type of meeting room setup would you suggest?

- Banquet
- Classroom
- Board room
- Theater style

Question 2. After the main meeting, the meeting planner would like attendees to attend smaller breakout sessions designed to provide more detailed instructions about the company's products, and participants will be taking extensive notes. What type of meeting room setup would you suggest?

- Hollow square
- Board room
- Theater style
- Classroom

Answer: <https://biology-forums.com/index.php?topic=1908696>

Question 751

Question 1. Durable products normally require more personal selling and service and more seller guarantees than nondurable goods.

- true
- false

Question 2. Because they are intangible, durable goods normally require more quality control, supplier credibility, and adaptability than either services or nondurable goods.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908819>

Question 752

Question 1. The primary functions of the convention and visitors' bureau include all of the following except:

- encourage tourists to visit the historic, recreational, and cultural opportunities of the area
- assist those groups with meeting preparations and during the event
- encourage groups to hold meetings in the city or area it represents
- provide direct meeting planning services for organizations visiting the city or area

Question 2. All of the following are challenges presented by changing technology as it relates to the special events field except:

- the static nature of technology
- the need to continually master new software programs and applications
- the ability to manage much of the coordination of an event from a smartphone
- the ease of facilitating events provided by technology

Answer: <https://biology-forums.com/index.php?topic=1908701>

Question 753

Question 1. Increases in _____ arise from increases in _____.

- share of mind; share of heart
- share of mind; share of market
- share of market; share of mind and heart
- share of heart; share of market
- none of the above

Question 2. Chevrolet competes with Ford, not with Ferrari. Which of the following statements most aptly fits with the competitive situation faced by Chevrolet when it seeks optimum selection of competitors?

- Compete with distant competitors.
- Compete with bad competitors.
- Compete with close competitors.
- Compete with strong competitors.
- Compete with parallel competitors.

Answer: <https://biology-forums.com/index.php?topic=1908807>

Question 754

The retailer must decide on product-assortment breadth and _____.

- depth
- selection
- store location
- prices
- layout

Answer: <https://biology-forums.com/index.php?topic=1909035>

Question 755

Define the term "marketing channels."

Answer: <https://biology-forums.com/index.php?topic=1909004>

Question 756

Question 1. A good example of collecting behavioral data would be when a store uses scanners to read bar codes on products selected by consumers.

- true
- false

Question 2. The most scientifically valid research is focus-group research.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908562>

Question 757

Question 1. One of the 10 significant megatrends that will impact marketing efforts in the future is increasing scrutiny on the role and behavior of big business.

- true
- false

Question 2. Microenvironmental forces have been labeled as being "uncontrollable."

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908532>

Question 758

Question 1. Happy Home Products produces detergents, toothpaste, bar soap, disposable diapers, and paper products. This company has a product _____ of five lines.

- height
- depth
- width
- consistency
- length

Question 2. When Jack bought his new laptop, he also bought a laptop bag and a spare power cord through the same retailer. These items are considered to be _____.

- staples
- core products
- convenience items
- specialties
- emergency items

Answer: <https://biology-forums.com/index.php?topic=1908828>

Question 759

One of the important guidelines for pioneering e-mail marketing is for the provider to "give the customer a reason to respond." Explain.

Answer: <https://biology-forums.com/index.php?topic=1909338>

Question 760

Question 1. With respect to market offerings, if a marketer emphasizes a naked solution, he or she is emphasizing the product and service elements that all segment members value.

- true
- false

Question 2. A marketer glances at this month's market-preference pattern diagram and notices that all of the customers are grouped in the middle of the diagram; therefore, customers are exhibiting clustered preferences.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908708>

Question 761

Many consumers use price as an indicator of quality and value.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908893>

Question 762

Contract manufacturing gives the company less control over the manufacturing process and risks loss of potential profits on manufacturing. However, it offers a chance to start faster, with the opportunity to form a partnership or buy out the local manufacturer later.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909454>

Question 763

Question 1. The obvious means of differentiation, and often most compelling ones to consumers, relate to aspects of the _____.

- price
- distribution process
- promotions
- sales team responsible for the product or service
- product and service

Question 2. The four stages of the product life cycle include all of the following EXCEPT _____.

- maturity
- decline
- growth
- learning
- introduction

Answer: <https://biology-forums.com/index.php?topic=1908744>

Question 764

The major tools in an MPR department include publications, events, sponsorships, _____, speeches, public service activities, and identity media.

- customers
- managers
- news
- colleges
- universities

Answer: <https://biology-forums.com/index.php?topic=1909223>

Question 765

Question 1. The profit curve for most product life cycles peaks during the growth stage of the life cycle.

- true
- false

Question 2. The sales curve for most product life cycles peaks during the maturity stage of the life cycle.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908768>

Question 766

Question 1. Explain how a company frequency program might work.

Question 2. Describe the process of database marketing.

Answer: <https://biology-forums.com/index.php?topic=1908611>

Question 767

An advertising goal (or objective) is a specific communications task and achievement level to be accomplished with a specific audience in a specific period of time.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909226>

Question 768

Retailing includes all the activities involved in selling goods or services directly to final consumers for personal, nonbusiness use.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909057>

Question 769

Question 1. The development of the _____ in the 1830s made travel affordable and comfortable for the masses.

- airplane
- automobile
- cruise line
- railroad

Question 2. Maglevs are super-fast trains that:

- are the most popular in the United States
- use alternative fuels
- are utilized by subway systems
- are suspended in the air and propelled by magnetic force

Answer: <https://biology-forums.com/index.php?topic=1908664>

Question 770

When you deliver the products to the customer, exchange title of the goods, or even conduct a sales promotion, you are conducting a forward flow of activity through the channel. Explain the elements for a backward flow from customers to the company.

Answer: <https://biology-forums.com/index.php?topic=1909007>

Question 771

Question 1. Personal needs motivate the behavior of individuals, but organizational needs legitimate the buying-decision process and its outcomes.

- true
- false

Question 2. In the business market, small sellers concentrate on reaching as many participants as possible because their chances of success are slim.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908646>

Question 772

When Pringles is featured on the television show Survivor, this is an example of _____.

- product advertising
- advertorials
- product placement
- creative advertising
- branded entertainment

Answer: <https://biology-forums.com/index.php?topic=1909251>

Question 773

Question 1. The distance between the market minimum and the market potential shows the overall marketing sensitivity of demand.

- true
- false

Question 2. Market demand is not a fixed number, but rather a function of the stated conditions.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908571>

Question 774

Communication objectives can be set at any level of the hierarchy-of-effect model.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909135>

Question 775

In designing and evaluating an ad campaign, it is important to distinguish the message strategy from the "messenger."

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909227>

Question 776

Question 1. As you contemplate the introduction of your company's newest services, you think that the offering of a service guarantee would be a "marketing coup" and completely surprise your competition. You remember that your marketing management text stated that guarantees are most effective in two situations. What are these two situations?

Question 2. Service industries are everywhere. They include the government sector, private nonprofit sector, business sector, manufacturing sector, and the _____.

- temporary workers
- seasonal workers
- retail sector
- insurance salespeople
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908834>

Question 777

Question 1. One of the assertions of saying that a product has a life cycle is to recognize that products have a limited life.

- true
- false

Question 2. Most product life cycles are portrayed as a scalloped shaped curve.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908766>

Question 778

A decade ago, the advertising-to-sales-promotion ratio was about 60:40. Today, in many consumer-packaged-goods companies, sales promotion accounts for 75% of the combined budget. Several factors contribute to this rapid growth. List and explain these factors.

Answer: <https://biology-forums.com/index.php?topic=1909236>

Question 779

Question 1. Category membership is seen as the products or sets of products with which a brand competes and which function as close substitutes.

- true
- false

Question 2. Associations that make up points-of-difference are based exclusively on product features.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908762>

Question 780

Question 1. In response to threats from such companies as AOL, Amazon.com, Yahoo!, eBay, E*TRADE, and dozens of others, established manufacturers and retailers became "brick-and-click" oriented by adding online services to their existing offerings. This process became known as _____.

- disintermediation
- reintermediation
- new-market synchronization
- e-commerce
- e-collaboration

Question 2. Many brick-and-click competitors became stronger contenders in the marketplace than the pure-click firms because they had a larger pool of resources to work with and _____.

- direct-selling capability
- well-established brand names
- better prices
- one-on-one communications
- greater value

Answer: <https://biology-forums.com/index.php?topic=1908449>

Question 781

Question 1. Marketing has been described being both an "art" and a "science." Discuss the differences and similarities between these two marketing thrusts. Provide your theoretical response and a "real-life" example where you have seen both processes work effectively at creating customer value and loyalty.

Question 2. Marketing people are involved in marketing 10 types of entities. List and briefly characterize those entities.

Answer: <https://biology-forums.com/index.php?topic=1908473>

Question 782

Question 1. Xerox offers a _____ approach to prospective clients when it offers a complete turnkey solution, including the operation and management of the client's information and communication need.

- primary buying
- co-op buying system
- supply buying
- systems buying
- direct buying

Question 2. If Ampex Support Systems is the single supplier for a local manufacturing company's MRO (maintenance, repair, operating) supplies and needs, Ampex Support Systems is considered as providing _____ for the manufacturer.

- turnkey logistics
- systems buying
- purchasing support
- systems contracting
- decision support

Answer: <https://biology-forums.com/index.php?topic=1908634>

Question 783

Optimal order quantities exist when the order-processing cost per unit and inventory-carrying cost per unit curves _____.

- increase to 1
- intersect
- decrease to less than 1
- equal zero
- equal each other

Answer: <https://biology-forums.com/index.php?topic=1909088>

Question 784

When forces for both global integration and national responsiveness prevail to some extent, a "glocal" strategy that standardizes certain elements and localizes other elements can be the way to go.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909474>

Question 785

Question 1. According to the information found in the social-cultural environment, with respect to views of others, _____ are considered to be things that allow people who are alone to feel they are not (e.g., television, home video games, and Internet chat rooms).

- relationship avoidance
- social surrogates
- secondary products
- primary products
- subliminal fantasies

Question 2. Today, corporations need to make sure that they are good corporate citizens and that their consumer messages are honest in order to positively align themselves with consumers' _____.

- views of organizations
- views of the universe
- views of society
- views of others
- views of themselves

Answer: <https://biology-forums.com/index.php?topic=1908521>

Question 786

The first step in the process of selling is to find _____.

- an approach
- a closing
- a preapproach
- prospects
- a presentation

Answer: <https://biology-forums.com/index.php?topic=1909308>

Question 787

Question 1. The marketing strategy section of a marketing plan includes definitions of the mission and marketing and financial objectives.

- true
- false

Question 2. One of the key questions to ask in evaluating a marketing plan is whether the plan is simple or not.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908501>

Question 788

Through their contacts, experience, specialization, and scale of operation, intermediaries help firms _____ in making goods widely available.

- achieve superior use of technology
- achieve superior distribution channels
- achieve superior products
- achieve superior contacts
- achieve superior efficiency

Answer: <https://biology-forums.com/index.php?topic=1908938>

Question 789

In trying to close a sale, Jim's prospect raises objections about the price and delivery schedule. Jim is dealing with _____.

- maintenance resistance
- logical resistance
- closing resistance
- psychological resistance
- follow-up resistance

Answer: <https://biology-forums.com/index.php?topic=1909336>

Question 790

The media planner needs to know the capacity of the major advertising media types to deliver reach, frequency, and impact. Media planners make their choices by considering what variables?

Answer: <https://biology-forums.com/index.php?topic=1909269>

Question 791

Companies often adjust their basic price to accommodate differences in customers, products, locations, and so forth. Examples of these differentiated prices include all of the following EXCEPT _____.

- channel pricing
- new-product pricing
- product-form pricing
- customer-segment pricing
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908874>

Question 792

Question 1. Various studies have found that well-managed service companies share no common service characteristics.

- true
- false

Question 2. Top service companies are "customer obsessed."

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908846>

Question 793

Question 1. According to the illustrations describing the product life cycle, during which stage of the cycle is there a strong likelihood that negative profits will be the norm?

- Growth
- Introduction
- Decline
- Maturity
- Abandonment

Question 2. Which of the following common product life-cycle patterns would be characterized as being one where sales grow rapidly when the product is first introduced and then fall to a "petrified" level that is sustained by late adopters buying the product for the first time and early adopters replacing the product?

- Inverse-cycle pattern
- Scalloped pattern
- Growth-slump-maturity pattern
- Reverse-cycle pattern
- Cycle-recycle pattern

Answer: <https://biology-forums.com/index.php?topic=1908746>

Question 794

Question 1. A _____ is another name for identifying shifts in market segments that are causing gaps to develop, then rushing in to fill the gaps and develop them into strong segments.

- encircling strategy
- bypass strategy
- frontal attack strategy
- counteroffensive strategy
- flanking strategy

Question 2. All of the following suggestions have been provided by Adam Morgan for improving small brands' success in competing with larger rivals EXCEPT _____.

- deeply discount products and services
- assume thought leadership of the category
- build a "lighthouse identity"
- create symbols of reevaluation
- break with your immediate past

Answer: <https://biology-forums.com/index.php?topic=1908809>

Question 795

A well-designed and marketed product can command a price premium and reap big profits.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908886>

Question 796

Question 1. There are several ways marketers can find relevant online information on competitors' products and weaknesses, summary comments, and overall performance rating of a product, service, or supplier. _____ is(are) a type of site that is concentrated in financial services and high-tech products that require professional knowledge.

- Customer complaint sites
- Independent customer goods and service reviews
- Distributor or sales agent feedback sites
- Shopping bot service sites
- Combo sites offering customer reviews and expert opinions

Question 2. A _____ is "unpredictable, short-lived, and without social, economic, and political significance."

- megatrend
- fashion
- trend
- style
- fad

Answer: <https://biology-forums.com/index.php?topic=1908512>

Question 797

In developing an advertising campaign of your new product, you have decided on creating a mobile workshop that would travel around the country showing consumers how to use the product. This mobile "workshop" is an example of _____.

- product advertising
- place advertising
- creative advertising
- billboards
- branded advertising

Answer: <https://biology-forums.com/index.php?topic=1909250>

Question 798

Question 1. Time-series analysis, exponential smoothing, and statistical demand analysis are all forms of _____.

- expert opinion
- past-sales analysis
- market-test methods
- buyer intention surveys
- none of the above

Question 2. Most large companies use outside marketing research consultants rather than employ their own marketing research department.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908558>

Question 799

Advertisers and their agencies must be sure advertising does not overstep social and legal norms. Public policy makers have developed a substantial body of laws and regulations to govern advertising. List some of the restraints imposed upon advertisers and their clients today.

Answer: <https://biology-forums.com/index.php?topic=1909234>

Question 800

Question 1. The best defense against strong buyers is to develop superior offers that strong buyers cannot refuse.

- true
- false

Question 2. Share of market is the percentage of customers who named the competitor in responding to the statement, "Name the first company that comes to mind in this industry."

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908797>

Question 801

When commercializing a new product, market-entry timing is critical. Your firm has the distinction of being the first to market with your new product. As the first entrant in the market, your company can enjoy _____.

- late entry
- parallel entry
- first mover advantages
- market attractiveness
- brand awareness

Answer: <https://biology-forums.com/index.php?topic=1909404>

Question 802

The underlying customer strategy for the sales force of a business in the growth phase of the business life cycle is to _____.

- create awareness and generate quick product uptake
- protect critical customer relationships
- focus on efficiently serving and retaining existing customers
- emphasize efficiency
- penetrate deeper into existing segments and develop new ones

Answer: <https://biology-forums.com/index.php?topic=1909300>

Question 803

The two models of the traditional department store's responses to competition is to develop a store with strong retail brand approaches and the "showcase" store.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909065>

Question 804

Question 1. The skillful use of database marketing and _____ has made catalog house Fingerhut one of the nation's largest direct-mail marketers.

- everyday low prices
- expanded home delivery options
- relationship building
- retailer alliances
- competitor's mistakes

Question 2. What do modern managers believe is their company's only true "profit center"?

Answer: <https://biology-forums.com/index.php?topic=1908605>

Question 805

The objective-and-task method of promotions budgeting calls upon marketers to develop promotion budgets by defining specific objectives, determining the tasks that must be performed to achieve these objectives, and estimating the costs of performing these tasks. What is the major advantage of using this method?

Answer: <https://biology-forums.com/index.php?topic=1909175>

Question 806

An off-price retailer is one in which the retailer has a broad selection of high-markup, fast-moving, brand-name goods in stock.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909060>

Question 807

Question 1. If line filling is overdone, it could result in _____ and customer confusion.

- self-sacrifice
- sales paralysis
- self-cannibalization
- manufacturing inefficiencies
- none of the above

Question 2. Many sellers offer either general or specific guarantees. Guarantees reduce the buyer's _____ risk.

- perceived
- implied
- real

- actual
- stated

Answer: <https://biology-forums.com/index.php?topic=1908817>

Question 808

_____ warehouses store goods for moderate to long periods of time.

- Automated
- Company-owned
- Local
- Storage
- Distribution

Answer: <https://biology-forums.com/index.php?topic=1909055>

Question 809

Smaller packaging and lower sales prices are often critical in markets where incomes are limited.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909443>

Question 810

The internationalization process has four stages. The first stage is moving the company from no regular exports to regular export activities.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909440>

Question 811

Full service retailers have salespeople who are ready to assist the customers in every phase of their shopping trip.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909061>

Question 812

Salespeople have specific tasks to perform to make a sale. List these specific tasks.

Answer: <https://biology-forums.com/index.php?topic=1909340>

Question 813

The term sales representative covers a broad range of positions. You have been hired by a firm as a sales representative. Your job description reads as follows: "The key duty of the sales representative is to solve the customer's problems using the company's products." You are a _____ sales representative.

- solution vendor
- demand creator
- deliverer
- missionary
- technician

Answer: <https://biology-forums.com/index.php?topic=1909318>

Question 814

A retailer's real challenge begins after defining the store's product assortment, and that is to develop a product-differentiation strategy.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909070>

Question 815

Several forces are driving companies to practice a higher level of corporate social responsibility. These include _____.

- rising customer expectations
- tighter government legislation
- investor interests
- evolving employee goals and ambitions
- all of the above

Answer: <https://biology-forums.com/index.php?topic=1909491>

Question 816

Explain the rationale behind using out-of-home advertising to reach consumers.

Answer: <https://biology-forums.com/index.php?topic=1909270>

Question 817

The _____ is the rate at which the buyer forgets the brand.

- turnover rate
- forgetting rate
- purge rate
- purchase frequency
- designated rate

Answer: <https://biology-forums.com/index.php?topic=1909208>

Question 818

Most companies today are moving to the concept of a leveraged sales force, which is defined as _____.

- using a direct sales force, a representative sales force, and inside salespeople
- using a combination of telemarketers and the Web for ordering
- using a combination of inside salespeople and telemarketers
- using overseas inbound sales centers and a direct sales force
- using a combination of sales force, inside salespeople, and Web ordering

Answer: <https://biology-forums.com/index.php?topic=1909299>

Question 819

Supply-side measurement of event effectiveness focuses on _____.

- potential exposure to the brand by assessing the extent of media coverage
- incremental sales earned during the event
- reported exposure from consumers
- reported changes in customer perception of the brand
- incremental sales earned as a result of the event

Answer: <https://biology-forums.com/index.php?topic=1909218>

Question 820

Question 1. Which of the following is one of the four planning activities undertaken by all corporate headquarters?

- assigning resources to each SBU
- establishing strategic business units
- defining the corporate mission
- assessing growth opportunities
- all of the above

Question 2. Which of the following elements of a marketing plan permits senior management to grasp the plan's major thrust?

- the marketing strategy
- the executive summary and table of contents
- implementation and controls
- financial projections
- the situation analysis

Answer: <https://biology-forums.com/index.php?topic=1908489>

Question 821

Your company has recently sold its resin-producing plant in India to a local concern. As part of the sales price, your company agrees to accept as partial payment the production of the resin at an agreed upon price for six years. This is an example of what type of countertrade?

Answer: <https://biology-forums.com/index.php?topic=1908924>

Question 822

Question 1. Customers who enthusiastically recommend the company and its products and services to others are known as _____.

- members
- potentials
- advocates
- partners
- prospects

Question 2. Satisfied customers constitute the company's _____.

- prospects
- customer relationship capital
- customer touch points
- customer churn
- high-value customers

Answer: <https://biology-forums.com/index.php?topic=1908588>

Question 823

_____ cost increases at an accelerating rate as the customer-service level approaches 100%.

- Promotion
- Merchandising
- Storage
- Delivery
- Inventory

Answer: <https://biology-forums.com/index.php?topic=1909053>

Question 824

The company's marketing mix includes such tools as coupons, cash refund offers, and premiums. These are examples of _____.

- consumer promotions
- trade promotions
- salesman's tools
- marketing mix
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909258>

Question 825

Question 1. Explain the concept of multicultural marketing.

Question 2. Abraham Maslow sought to explain why people are driven by particular needs at particular times. Describe Maslow's hierarchy of needs.

How does Maslow's theory help marketers?

Answer: <https://biology-forums.com/index.php?topic=1908631>

Question 826

Question 1. Many banks and phone companies now charge fees for once-free services to ensure minimum customer revenue levels. This is an example of _____.

- reducing the rate of customer defection
- making low-profit customers more profitable
- enhancing the growth potential for each customer through cross-selling
- focusing disproportionate effort on high-value customers
- increasing the longevity of the customer relationship

Question 2. When Bob found out his friend was thinking about buying a new car, he strongly recommended that his friend look into the newest line of Ford sedans. Bob is best characterized as a(n) _____ for Ford.

- prospect
- first-time customer
- partner
- advocate
- member

Answer: <https://biology-forums.com/index.php?topic=1908603>

Question 827

You work for a company that "manages its customers" as much as it "manages its products," and whose focus is on providing value to their customers. This firm is practicing what form of marketing?

Answer: <https://biology-forums.com/index.php?topic=1909350>

Question 828

A hot growth area in interactive marketing is paid search. How does this type of ad work?

Answer: <https://biology-forums.com/index.php?topic=1909337>

Question 829

A marketing research firm intends to ask consumers a question that reads "Do you intend to buy a automobile within the next six months?" Consumers

could respond in several ways including no chance, slight possibility, fair possibility, good possibility, high possibility, and certain. Which of the following terms most accurately categorizes the type of scale that the marketing researcher will want to use in the research effort?

- Buying ratio scale
- Market-test scale
- Behavioral scale
- Attitude scale
- Purchase probability scale

Answer: <https://biology-forums.com/index.php?topic=1908583>

Question 830

The higher the _____ associated with a brand, product category, or message, the higher the warranted level of repetition.

- target audience media habits
- forgetting rate
- impact
- total number of exposures
- reach

Answer: <https://biology-forums.com/index.php?topic=1909197>

Question 831

Communication tools vary in cost-effectiveness at different stages of buyer readiness. _____ and publicity play the most important role in the awareness-building stage.

- Direct marketing
- Personal selling
- "Buzz"
- Advertising
- Sales promotion

Answer: <https://biology-forums.com/index.php?topic=1909120>

Question 832

Although it's necessary to be customer oriented, it's not enough. The organization must also be _____.

- organized
- profitable
- creative
- efficient
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909527>

Question 833

When companies are setting prices in different countries, the problem with setting a uniform price everywhere is that _____.

- this strategy might price the product out of the market in countries where costs are high
- the company would earn the same profits everywhere, regardless of the cost structure
- this strategy would make the price too high in poor countries and not high enough in rich countries
- it allows intermediaries in low-price countries to reship their products to high-price countries
- all of the above

Answer: <https://biology-forums.com/index.php?topic=1909432>

Question 834

Question 1. In a positioning statement, the case for the product rests on its _____.

- target consumer
- points-of-difference
- product category
- consumer need
- brand

Question 2. _____ is a company's ability to perform in one or more ways that competitors cannot or will not match.

- Distribution
- Positioning
- Competitive advantage
- Differentiation
- Deliverability

Answer: <https://biology-forums.com/index.php?topic=1908743>

Question 835

What are the major differences between informative and persuasive advertising?

Answer: <https://biology-forums.com/index.php?topic=1909262>

Question 836

Question 1. The basis of cohort segmentation is that the occurrence of key defining moments while a person comes of age imprints core values that remain largely intact throughout life.

- true
- false

Question 2. Japan has one of the world's oldest populations.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908534>

Question 837

Formulating the communications to achieve the desired response will require solving three problems: message strategy, creative strategy, and _____.

- advertising
- transformational appeal
- media sources
- message source
- market-specific advertising

Answer: <https://biology-forums.com/index.php?topic=1909109>

Question 838

A _____ strategy involves the manufacturer using its sales force and trade promotion money to induce intermediaries to carry, promote, and sell the product to end users.

- promote
- push
- pull
- provide
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908931>

Question 839

Question 1. Acquiring new customers can cost _____ times more than satisfying and retaining current customers.

- two
- three
- five
- seven
- 10

Question 2. All of the following are methods to form strong customer bonds EXCEPT _____.

- making it easy for customers to reach the appropriate company personnel and express their needs, perceptions, and complaints
- running award programs recognizing outstanding employees
- concentrating the planning and management of the customer satisfaction and retention process within the marketing department
- creating superior products, services, and experiences for the target market
- organizing and making accessible a database of information on individual customer needs, preferences, contacts, purchase frequency, and satisfaction

Answer: <https://biology-forums.com/index.php?topic=1908589>

Question 840

Although consumers may have fairly good knowledge of the range of prices involved, very few can accurately recall specific prices of products.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908892>

Question 841

Question 1. A hardware store is interested in reaching people who are characterized by the VALS system as being practical, down-to-earth, and self-sufficient who like to work with their hands, the _____ category.

- strivers
- experiencers
- believers
- survivors
- makers

Question 2. Local marketing reflects a growing trend called grassroots marketing. Characterize grassroots marketing.

Answer: <https://biology-forums.com/index.php?topic=1908712>

Question 842

In introducing a new liquid dog treat to the market, you have been asked to prepare a promotion budget using the objective-and-task method. What would be your first step in this process?

Answer: <https://biology-forums.com/index.php?topic=1909174>

Question 843

A spokesperson's credibility is very important to his or her effectiveness as a message source. What factors underlie source credibility and what makes for the most highly credible source?

Answer: <https://biology-forums.com/index.php?topic=1909155>

Question 844

Question 1. Quality is the key to value creation and customer satisfaction.

- true
- false

Question 2. The least profitable 10% to 20% of customers can reduce profits by 50% to 200% per account.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908601>

Question 845

Generally, consumers prefer _____ price increases on a regular basis to sudden, sharp increases.

- reciprocal
- large
- trade
- consistent
- small

Answer: <https://biology-forums.com/index.php?topic=1908881>

Question 846

Direct marketing channels include direct mail, catalogs, Web sites, interactive TV, and _____.

- bounce-back coupons
- telemarketing
- billboards
- coupons
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909282>

Question 847

In measuring the effectiveness of a firm's communications investment, ultimately _____ measures capture the real payoff.

- behavior-change
- purchase
- inaction
- action
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909122>

Question 848

Question 1. What are the five primary responsibilities of the convention and visitors' bureau?

Question 2. Which type of event would include annual meetings, sales meetings, workshops, training meetings, and an awards ceremony?

- Association event
- Social event
- Corporate event

- Charity or fundraising event

Answer: <https://biology-forums.com/index.php?topic=1908700>

Question 849

Question 1.If a questionnaire says "Small college classes are better places to learn effectively: (choose) 1__ Strongly disagree, 2 __ Disagree, 3__ Neither agree nor disagree, 4 __ Agree, 5__ Strongly agree," the researcher would be using which of the following to discover data.

- Dichotomous question
- Thematic Appreciation Test (TAT)
- Semantic differential
- Likert scale
- Multiple choice

Question 2.The question "What is your opinion of American Airlines?" is an example of a _____ question.

- story completion
- importance scale
- rating scale
- completely unstructured
- word association

Answer: <https://biology-forums.com/index.php?topic=1908577>

Question 850

Question 1.One-to-one marketing is not for every company. For whom does this style of marketing work best?

Question 2.A 5% reduction in the customer defection rate can increase profits by 25% to 85%, depending on the industry. Explain how this is so.

Answer: <https://biology-forums.com/index.php?topic=1908610>

Question 851

If a person has a positive attitude toward a source and a message, or a negative attitude toward both, a state of _____ is said to exist.

- communication
- transformation
- celebrity
- insight
- congruity

Answer: <https://biology-forums.com/index.php?topic=1909118>

Question 852

New-to-the- world products are _____.

- new products that allow a company to enter an established market
- new products that provide greater perceived value and replace existing products
- new products that supplement established product lines
- existing products that are targeted to new markets or market segments
- new products that create an entirely new market

Answer: <https://biology-forums.com/index.php?topic=1909352>

Question 853

Question 1.Give an example of a "branded customer experience."

Question 2.Companies need to be especially concerned today with their customer satisfaction level. Why?

Answer: <https://biology-forums.com/index.php?topic=1908608>

Question 854

Retailers develop their own "store brands" to differentiate themselves from other retailers and the national branded merchandise.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909079>

Question 855

John Maloney saw buyers as expecting one of four types of reward from a product: rational, sensory, social, or ego satisfaction. Crossing these four types of rewards with the three types of experience generates 12 types of messages. Explain the phrase "Real beer taste in a great light beer."

Answer: <https://biology-forums.com/index.php?topic=1909167>

Question 856

A good ad normally focuses on one or two _____.

- consumer interest items
- important environmental factors
- core selling propositions
- easily identifiable celebrities
- subliminal messages

Answer: <https://biology-forums.com/index.php?topic=1909188>

Question 857

Direct marketers use a number of channels to reach prospects, including _____.

- kiosk marketing
- telemarketing
- direct mail
- catalog marketing
- all of the above

Answer: <https://biology-forums.com/index.php?topic=1909284>

Question 858

A _____ strategy creates consumer demand through promotions and advertising as a way to induce intermediaries to carry the product.

- promote
- pull
- provide
- push
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908932>

Question 859

Question 1. The company's estimated share of market demand at alternative levels of company marketing effort in a given time period is known as the _____.

- market minimum
- market forecast
- company demand
- market potential
- product-penetration percentage

Question 2. There are several methods for assessing market potential. Which of these methods do business marketers prefer?

- Market-buildup method
- Brand-development index method
- Purchase-profitability index
- Market-test index
- Multiple-factor index method

Answer: <https://biology-forums.com/index.php?topic=1908556>

Question 860

Question 1. The United States has one of the world's highest percentages of college-educated citizens. What does this mean for both marketers and employers?

Question 2. As a marketing manager you have observed that the prevalence of "nontraditional households" is on the rise. Characterize a "nontraditional household."

Answer: <https://biology-forums.com/index.php?topic=1908542>

Question 861

One of the advantages of print ads is that they can provide dynamic presentations and demonstrations as well as provide much detailed information.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909231>

Question 862

Question 1. Moving _____ carries risks. The new brand can cannibalize core brand sales and lower the core brand's quality image.

- one way
- up-market
- down-market

- two ways
- none of the above

Question 2. A product line can also be lengthened by adding more items within the present range. There are several motives for line filling: _____, trying to satisfy dealers who complain about lost sales because of missing items in the line, trying to utilize excess capacity, and others.

- responding to sales-force demands
- reaching for incremental profits
- reaching for incremental capacity
- responding to consumer wishes
- responding to senior management wishes

Answer: <https://biology-forums.com/index.php?topic=1908816>

Question 863

A product-management organization makes sense if the company's products are quite different, or if the sheer number of products is beyond the ability of a functional organization to handle.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909504>

Question 864

Why are more and more companies investing funds into creating "experiences" for their consumers?

Answer: <https://biology-forums.com/index.php?topic=1909278>

Question 865

When retailers study the economics of buying and selling individual products, they typically find that _____ of their square footage is tied up in products that don't make an economic profit for them.

- a third
- almost all
- half
- none
- a quarter

Answer: <https://biology-forums.com/index.php?topic=1909040>

Question 866

An advantage of the product- and brand-management system is that product and brand managers cause the company to focus on building market share rather than on building customer relationships.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909506>

Question 867

The term sales representative covers a broad range of positions. A(n) _____ is an individual whose major task is the delivery of a product.

- technician
- missionary
- order taker
- demand creator
- deliverer

Answer: <https://biology-forums.com/index.php?topic=1909296>

Question 868

The obvious disadvantages of radio include _____.

- excessive visual stimulus
- consumers' typical commitment to a single radio station
- the relatively passive nature of the consumer processing
- consumers' ability to fast forward through advertisements
- all of the above

Answer: <https://biology-forums.com/index.php?topic=1909193>

Question 869

Value pricing is a matter of reengineering the company's operations to become a low-cost producer.

- true

- false

Answer: <https://biology-forums.com/index.php?topic=1908905>

Question 870

Question 1. Manufacturers, distributors, and retailers can provide _____ services, or simply excellent customer service, to differentiate themselves.

- sales
- value-added
- financial
- marketing
- distribution

Question 2. There are five categories of offerings for a service. It can be either a minor or a major component of the company's offerings. Which of the following is NOT one of these five categories?

- Hybrid
- Tangible good with accompanying services
- Pure tangible good
- Major service with accompanying major goods
- Major service with accompanying minor goods and services

Answer: <https://biology-forums.com/index.php?topic=1908835>

Question 871

In some cases, price is not as important as quality and other benefits in the market offering.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908908>

Question 872

A one-time mailing offering a cookware item is an example of a _____.

- multiple-vehicle, multiple-stage campaign
- single-vehicle, single-stage campaign
- single-vehicle, multiple-stage campaign
- direct campaign
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909125>

Question 873

A company can add new products through acquisition or development. The acquisition route can take three forms. The company can buy other companies; it can acquire patents from other companies; or it can buy a _____ or _____ from another company.

- franchise; acquire rights
- franchise; co-brand
- license; receive permission
- license; franchise
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909351>

Question 874

Transportation companies, independent warehouses, banks, and advertising agencies that assist in the distribution process but neither take title to goods nor negotiate purchases or sales are called _____.

- marketers
- none of the above
- facilitators
- merchants
- agents

Answer: <https://biology-forums.com/index.php?topic=1908928>

Question 875

Question 1. Companies normally measure their profit performance using ROI; however, this approach suffers because profits are arbitrarily measured and subject to manipulation.

- true
- false

Question 2. A marketing vision statement is a written document that summarizes what the marketer has learned about the marketplace and indicates

how the firm plans to reach its marketing objectives.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908499>

Question 876

Senior managers want to know the outcomes and revenues resulting from their communications investments. Too often, however, their communications directors supply only _____ and expenses.

- ads
- outputs
- inputs
- measures
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909121>

Question 877

Question 1. Which of the following would NOT be among those advantages gained through leasing heavy equipment such as machinery and trucks, rather than purchasing it?

- Receiving better service
- Conserving capital
- Getting the latest products
- Some tax advantages
- Higher-quality products

Question 2. Several major companies regard _____ as a major responsibility of their purchasing managers.

- using a team approach in negotiations
- being fair with all parties
- long-term supply planning
- forming networks for future business
- assuring quality conformance

Answer: <https://biology-forums.com/index.php?topic=1908637>

Question 878

Integrated marketing communications has been slow to take hold for several reasons. List these reasons.

Answer: <https://biology-forums.com/index.php?topic=1909181>

Question 879

The amount of market testing that a new product undergoes is influenced by _____.

- time pressure
- investment cost
- investment risk
- research cost
- all of the above

Answer: <https://biology-forums.com/index.php?topic=1909367>

Question 880

Question 1. There are a number of specific roles brands can play as part of a brand portfolio. List and briefly describe the four roles described in the text.

Question 2. Marketers of successful 21st-century brands must excel at _____—the design and implementation of marketing activities and programs to build, measure, and manage brands to maximize their value.

- competitive differential advantage
- promotional planning
- strategic brand management
- brand personification
- brand awareness

Answer: <https://biology-forums.com/index.php?topic=1908725>

Question 881

Supply chain management starts when the product comes off the factory floor and enters the distribution/transportation channels.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909085>

Question 882

Question 1. Services have four distinctive characteristics that greatly affect the design of marketing programs. Which of the following is NOT one of these characteristics?

- Perishability
- Communicability
- Intangibility
- Variability
- None of the above

Question 2. Services cannot be seen, tasted, felt, or heard before they are bought. To reduce uncertainty, buyers will look for evidence of quality. They will draw inference about quality from place, people, and price they see. Therefore, the service provider's task is to "_____."

- provide high touch, high price
- communicate value
- manage the evidence
- go full speed ahead
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908839>

Question 883

As required levels of distribution increase, so do customer prices relative to the importer's price.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909468>

Question 884

Question 1. _____ is the art of anticipating what buyers are likely to do under a given set of conditions.

- Brand development
- Demand
- Forecasting
- Market buildup
- Market penetration

Question 2. All forecasts are built on one of three informational bases: what people say, what people do, or _____.

- what people have done
- what they say they'll do
- what people say others do
- what marketers think they'll do
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908557>

Question 885

There is generally a relationship between high customer traffic and high rents in choosing a retail location.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909077>

Question 886

Wholesaling includes all the activities involved in selling goods or services to those who buy for resale or business use. Wholesaling includes manufacturers and farmers who sell directly to consumers.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909082>

Question 887

Question 1. The United States has one of the highest percentages of college-educated citizens, which spells a high demand for quality books, magazines, and travel.

- true
- false

Question 2. According to studies of minority markets, the disabled market is 10 times more likely to be in a professional job, almost twice as likely to own a vacation home, 8 times more likely to own a notebook computer, and twice as likely to own individual stocks as compared to the general

population.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908536>

Question 888

Question 1. According to the 2000 census, Latinos make up the largest minority in the United States with 13% of the total population.

- true
- false

Question 2. In marketing to ethnic groups, it is appropriate and effective to treat African Americans should be treated as a uniform group because of their shared heritage and homogeneous consumption patterns.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908535>

Question 889

The repetition of the local car dealers' commercials on late night television, besides being universally terrible, are examples of what characteristic of the advertising component of the communications mix.

Answer: <https://biology-forums.com/index.php?topic=1909177>

Question 890

Why do companies use sales promotion tools, and what three distinctive benefits do these tools offer?

Answer: <https://biology-forums.com/index.php?topic=1909158>

Question 891

Determining the most profitable businesses and customers and focusing on them is called _____.

- merging
- outsourcing
- empowering
- flattening
- focusing

Answer: <https://biology-forums.com/index.php?topic=1909484>

Question 892

Companies sometimes initiate price cuts in a drive to dominate the market through lower costs. One of the possible traps of a price-cutting strategy is _____.

- dependence on a firm market
- shallow pockets
- secure target market customer
- loyal customer market
- consistent high-quality consumer

Answer: <https://biology-forums.com/index.php?topic=1908878>

Question 893

Question 1. With respect to the "six brand building blocks," _____ focus on customers' own personal opinions and evaluations.

- brand salience
- brand judgments
- brand imagery
- brand performance
- brand resonance

Question 2. With respect to the brand building pyramid, at which of the following "building block levels" would we expect the consumer to develop an intense, active loyalty?

- resonance
- judgments
- imagery
- feelings
- salience

Answer: <https://biology-forums.com/index.php?topic=1908716>

Question 894

Question 1. When sales peak, there is a low cost per customer, profits are high, and the marketing manager attempts to maximize profit while defending market share, the product is most likely in the _____ stage of the product life cycle (PLC).

- maturity
- prepioneering
- growth
- decline
- introduction

Question 2. A manufacturer of calculators finds that there is an even split between customers who want small handheld calculators and those that want large ones. This type of market, in which buyer preferences scatter evenly, is called a(n) _____ market.

- emerging
- niche
- mass market
- diffused-preference
- standardized

Answer: <https://biology-forums.com/index.php?topic=1908758>

Question 895

Question 1. The _____ is the amount of money required per day from each person to pay for foodservice; for example, in a college setting.

Question 2. Identify and discuss one trend in each of the following areas:

- Healthcare
- Business and industry
- Leisure and recreation

Answer: <https://biology-forums.com/index.php?topic=1908686>

Question 896

There are several variations of a licensing agreement. One of these that gives the licensee a complete brand concept and operating system is called franchising.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909452>

Question 897

Question 1. A stakeholder-performance scorecard tracks the satisfaction with the company and its products and services among such entities as suppliers, banks, and stockholders.

- true
- false

Question 2. The production department is responsible for preparing sales forecasts because they have the most data about production schedules and the ability to meet orders.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908569>

Question 898

_____ are existing companies that have added an online site for information and/or e-commerce.

- Brick-and-mortar firms
- Pure-click firms
- Store locations
- Brick-and-click firms
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908973>

Question 899

Question 1. _____ is a key industrial marketing strategy in bidding to build large-scale industrial products (e.g., dams, pipelines, et cetera).

- Solutions buying
- Turnkey logistics
- Systems contracting
- Systems buying
- Systems selling

Question 2. Moving into e-procurement has many benefits. Which of the following would not be among those benefits?

- There is less buying of substandard goods from suppliers not on the approved list.
- Aggregating purchasing across departments gains larger volume discounts.

- Aggregating purchasing gains centrally negotiated volume discounts.
- Purchasing gains a significant leverage with top management because of its management team.
- A smaller purchasing staff is required.

Answer: <https://biology-forums.com/index.php?topic=1908635>

Question 900

The _____ method of measuring customer preferences presents pairs of items and asks the consumer which one is preferred in each pair.

- beta-testing
- monadic-rating
- alpha-testing
- paired-comparison
- rank-order

Answer: <https://biology-forums.com/index.php?topic=1909365>

Question 901

After deciding on the product-assortment strategy, the retailer must establish merchandise sources, _____, and practices.

- suppliers
- policies
- vendors
- lead times
- buyers

Answer: <https://biology-forums.com/index.php?topic=1909036>

Question 902

Cooperative organizations carry on exporting activities on behalf of several producers and are partly under their administrative control.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909448>

Question 903

When the producer wants to maintain control over the service level and outputs offered by the resellers, it most likely will use _____ distribution.

- exclusive
- extensive
- competitive
- selective
- intensive

Answer: <https://biology-forums.com/index.php?topic=1908945>

Question 904

When firms charge different prices to different consumer groups (senior citizens for example), this is a form of price discrimination and is illegal.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908914>

Question 905

Question 1. _____ describes the net present value of the stream of future profits expected over the customer's lifetime purchases.

- Customer-perceived value
- Customer value analysis
- Activity-based costing
- Customer profitability analysis
- Customer lifetime value

Question 2. The aim of customer relationship management (CRM) is to produce high customer _____.

- equity
- value
- loyalty
- profitability
- satisfaction

Answer: <https://biology-forums.com/index.php?topic=1908584>

Question 906

High staffing costs, along with a higher proportion of specialty goods and slower-moving items and many services, result in the high cost structure of _____ retailing.

- full service
- custom service
- self-selection
- self-service
- limited service

Answer: <https://biology-forums.com/index.php?topic=1909026>

Question 907

One of the shortcomings of direct marketing is that the firm conducting the marketing cannot easily measure its response to find out which campaign was most effective.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909317>

Question 908

One of the advantages of direct mail is audience selectivity. One of its limitations is _____.

- high competition
- its short life
- long ad purchase lead time
- relatively high cost
- poor reproduction quality

Answer: <https://biology-forums.com/index.php?topic=1909199>

Question 909

The ability by the consumer to access information via the Internet, conduct business transactions either by phone, Internet, or in person is an example of a company using what type of marketing channels?

Answer: <https://biology-forums.com/index.php?topic=1909006>

Question 910

Effective _____ marketing must be matched by a strong sense of ethics, values, and social responsibility.

- social
- external
- cause-related
- ethical
- internal

Answer: <https://biology-forums.com/index.php?topic=1909493>

Question 911

Channel objectives should never be stated in terms of targeted service outputs and levels but instead stated in terms of dollar costs.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908991>

Question 912

Question 1. Your marketing manager has chosen the bypass attack as a means of responding to an industry leader. Describe the ideas contained in the bypass attack.

Question 2. If your company was labeled as an imitator (market follower), what would your primary strategies for meeting competition be?

Answer: <https://biology-forums.com/index.php?topic=1908810>

Question 913

One of the reasons marketers sponsor events is to _____ a particular target market or lifestyle.

- increase exposure to
- identify with
- foster
- capitalize upon
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909215>

Question 914

There are eight steps in developing effective communications. List these steps in their order of flow.

Answer: <https://biology-forums.com/index.php?topic=1909153>

Question 915

A conventional marketing channel comprises a(n) _____, wholesaler(s), and retailer(s), each acting in his own self-interest.

- manufacturing agent
- independent producer
- broker
- manufacturing representative
- merchant wholesaler

Answer: <https://biology-forums.com/index.php?topic=1908958>

Question 916

Question 1. When Vlasic created a cucumber 10 times larger than the traditional pickle cucumber (e.g., Hamburger Stackers), it used _____ as a means of modifying its product so additional customers might be attracted to the brand.

- packaging improvement
- idea improvement
- quality improvement
- feature improvement
- style improvement

Question 2. Marketing programs can be modified to stimulate sales. Which of the following forms of marketing program modification might seek to speed delivery or extend more credit?

- Advertising
- Personal selling
- Distribution
- Services
- Pricing

Answer: <https://biology-forums.com/index.php?topic=1908754>

Question 917

Raising the level of socially responsible marketing calls for a three-pronged attack that relies on proper legal, ethical, and social responsibility behavior.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909509>

Question 918

A system of partnerships and alliances that a firm creates to source, augment, and deliver its offering is called a demand chain.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908984>

Question 919

Social marketing is done by a nonprofit or government organization to further a cause.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909516>

Question 920

Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers—directly or indirectly—about the products and brands that they sell. List the eight major modes of communication that make up the marketing communications mix.

Answer: <https://biology-forums.com/index.php?topic=1909150>

Question 921

Question 1. Markets are similar to products with respect to life-cycle concepts. All of the following are considered to be stages that markets pass through in market evolution EXCEPT _____.

- emergence

- decline
- growth
- maturity
- destruction

Question 2. Which of the following is a popular criticism of product life-cycle theory?

- Stages often follow fad trends.
- It works only in the U.S. market.
- It has few actual examples that can be benchmarked.
- It is too costly to implement.
- Life-cycle patterns are too variable in shape and duration.

Answer: <https://biology-forums.com/index.php?topic=1908756>

Question 922

Identify four things that marketers can do to better integrate their online and off-line channels.

Answer: <https://biology-forums.com/index.php?topic=1909020>

Question 923

Franchising accounts for more than \$1 trillion of annual U.S. sales and nearly one-third of all retail transactions. Franchises are distinguished by three characteristics, which are: (1) The franchisee pays for the right to be part of the system; (2) the franchisor provides its franchisees with a system for doing business; and (3) _____.

- the franchisor receives a percentage of sales from the franchisee for the right to belong
- the franchisee has unlimited freedom to change the operation once he/she pays the upfront charges
- the franchisor controls all actions of the franchisee including hiring and marketing decisions
- the franchisor owns a trade or service mark and licenses it to franchisees in return for royalty payments
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909031>

Question 924

Mountain bikes developed as a result of youngsters taking their bikes up to the top of a mountain and riding down. When the bikes broke, the youngsters began building more durable bikes and adding things such as motorcycle brakes, improved suspension, and accessories. These youngsters would be considered _____.

- product managers
- lead users
- GO-errors
- dragalongs
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909394>

Question 925

Question 1. A good illustration of a market definition of the business a company is in would be "We sell gasoline."

- true
- false

Question 2. An intensive growth strategy involving marketing current products to new markets is a market-development strategy.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908491>

Question 926

The eight steps in developing effective communications start with the basics: identifying the target audience, determining the objectives, designing the communications, _____, and establishing the budget.

- selecting the advertising copy
- choosing the media mix
- managing the process
- measuring results
- selecting the channels

Answer: <https://biology-forums.com/index.php?topic=1909107>

Question 927

Question 1. The _____ household consists of a husband, wife, and children (and sometimes grandparents).

- "traditional"

- "diversity"
- "revised"
- "extended"
- "modern"

Question 2. Almost one in _____ people over the age of five (120 million) moved at least one time between 1995 and 2000, according to a Census 2000 brief, with an emphasis away from the Midwest and Northeast.

- four
- two
- three
- ten
- five

Answer: <https://biology-forums.com/index.php?topic=1908517>

Question 928

Question 1. You have been asked to create a product system for your company's personal digital assistant. Before starting, you must define the term "product system" to the engineers to enable them to start design and production of the aligned items. Define the concept of a "product system."

Question 2. In discussions with the packaging design team, you note that they do not have a firm design objective for the final package. In an internal memo to your boss, you outline the objectives (both company and consumer orientated) that you wish to see implemented by the design team. List these objectives.

Answer: <https://biology-forums.com/index.php?topic=1908832>

Question 929

Question 1. Which of the following product life cycle stages is characterized as being one where a rapid climb in sales occurs, new product features are introduced by new competitors, and distribution is expanded?

- Saturation
- Introduction
- Growth
- Maturity
- Pioneering

Question 2. All of the following strategies have been suggested as proper for sustaining rapid market growth during the growth stage of the product life cycle EXCEPT _____.

- moving to sue all new entrants into the marketplace
- improving product quality and adding new product features and improved styling
- lowering prices to attract the next layer of price-sensitive buyers
- entering into new market segments
- shifting from product-awareness advertising to product-preference advertising

Answer: <https://biology-forums.com/index.php?topic=1908750>

Question 930

Price discrimination in all forms is illegal in the United States.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908912>

Question 931

The _____ method of measuring customer preferences asks the consumer to rate each product on a scale so marketers can derive the individual's preference order and levels.

- beta-testing
- monadic-rating
- rank-order
- alpha-testing
- paired-comparison

Answer: <https://biology-forums.com/index.php?topic=1909366>

Question 932

The hierarchy-of-effects model contains awareness, knowledge, liking, _____, conviction, and purchase.

- preference
- attitude
- interest
- cognitive response
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909105>

Question 933

It is always easy to draw a clear line between normal marketing practice and unethical behavior.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909511>

Question 934

Differentiate between a product idea and a product concept.

Answer: <https://biology-forums.com/index.php?topic=1909419>

Question 935

Advertising objectives can be classified according to whether their aim is to inform, persuade, remind, or _____.

- introduce
- create demand
- create interest
- reinforce
- purchase

Answer: <https://biology-forums.com/index.php?topic=1909183>

Question 936

Question 1. Benefits to owning an independent restaurant include all but which of the following?

- Low risk
- Independence
- Flexibility
- Creativity

Question 2. The fastest growing segment of ethnic restaurants in the United States, based on popularity, is:

- Chinese
- Polish
- Thai
- Mexican

Answer: <https://biology-forums.com/index.php?topic=1908680>

Question 937

Developing successful sponsored events involves a number of decisions. What are the three decisions that must be made to utilize sponsorships effectively?

Answer: <https://biology-forums.com/index.php?topic=1909279>

Question 938

Print media provides much _____ product information and can also effectively communicate user and usage imagery.

- historical
- detailed
- specific
- usage
- informational

Answer: <https://biology-forums.com/index.php?topic=1909190>

Question 939

The term personal influence is the effect one person has on another's attitude or purchase probability.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909375>

Question 940

Some of the considerations that companies face when deciding to match a competitor's price decline include the product's importance in the company's portfolio, the competitor's intentions, and the _____.

- ordering ease for the product
- shareholder value

- market's price and quality sensitivity
- ordering time frames for the product
- reaction by the channels of distribution

Answer: <https://biology-forums.com/index.php?topic=1908884>

Question 941

Question 1. When a marketer makes decisions involving channels, assortments, locations, and transportation, the marketer is making what are called place decisions.

- true
- false

Question 2. Advertising, sales promotion, and direct marketing are all part of what is called the offering mix.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908467>

Question 942

Question 1. New terms are now being used to describe where marketing is done. Using the automobile market, describe automotive buying behavior for a: (1) marketplace, (2) marketspace, and (3) metamarket.

Question 2. Identify the five key functions of the CMO in leading marketing within the organization.

Answer: <https://biology-forums.com/index.php?topic=1908481>

Question 943

In an increasingly connected, highly competitive global marketplace, government officials and marketers are concerned with how attitudes and beliefs about their country affect consumer and business decision makers. What is the term for this concept and what is the position of government officials and marketers?

Answer: <https://biology-forums.com/index.php?topic=1909475>

Question 944

Question 1. Successful marketing requires having capabilities such as understanding, creating, delivering, capturing, and sustaining _____.

- customer retention
- customer value
- customer loyalty
- customer perks
- customer benefits

Question 2. Which of the three key areas of strategic planning deals specifically with devising a long-term game plan for achieving long-run objectives?

- establishing a strategy
- developing an investment portfolio
- producing a strategic fit
- creating a viable business opportunity
- expanding core competencies

Answer: <https://biology-forums.com/index.php?topic=1908488>

Question 945

After a company has chosen a channel alternative, individual intermediaries must be _____, trained, motivated, and evaluated.

- compensated
- selected
- researched
- induced
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908952>

Question 946

In designing your sales promotion campaign, your objective is to attract new triers and to reward loyal customers. What type of sales promotion should you use?

Answer: <https://biology-forums.com/index.php?topic=1909275>

Question 947

Question 1. If a marketing researcher wished to reach people who would not give personal interviews or whose responses might be biased or distorted by the interviewers, he or she should choose the _____ as the best way to reach people.

- focus group interview

- telephone interview
- mail questionnaire
- online interview
- cell phone interview

Question 2. Which of the following is considered to be the most versatile of the questioning or interviewing methods?

- personal interview
- mail questionnaire
- online interview
- cell phone interview
- telephone interview

Answer: <https://biology-forums.com/index.php?topic=1908549>

Question 948

Question 1. Sellers must label their products. Labels serve many purposes beyond just "naming" the product. List the additional services provided by a product's label.

Question 2. The sellers of _____ goods carry a wide assortment to satisfy individual tastes and must have well-trained salespeople to inform and advise customers. Examples include automobile dealers, furniture stores, and insurance services.

- heterogeneous shopping goods
- specialty shopping goods
- homogeneous shopping goods
- unsought shopping goods
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908827>

Question 949

Question 1. The face of Betty Crocker has been updated several times in the past 75 years without losing any of its brand recognition. This brand element is _____.

- adaptable
- memorable
- likeable
- protectible
- transferable

Question 2. Marketers of Mountain Dew created the multicity Dew Action Sports Tour where athletes compete in skateboarding, MBX, and freestyle motocross events to establish a meaningful _____ with its 12-24-year-old target market.

- brand contact
- brand asset
- internal brand
- brand salience
- brand element

Answer: <https://biology-forums.com/index.php?topic=1908730>

Question 950

Customer needs and wants are the logical place to start the search for new product ideas. Identify four ways a company can draw new ideas from its customers.

Answer: <https://biology-forums.com/index.php?topic=1909381>

Question 951

Question 1. Within the African American market, the largest and perhaps most influential socio-behavioral subsegments are _____.

- the Emulators and the Reachers
- the Conservers and the Emulators
- the Seekers and the Conservers
- the Reachers and the Attainers
- the Elites and the Attainers

Question 2. By 2010, only _____ of U.S. households will consist of married couples with children under the age of 18.

- 10%
- 20%
- 50%
- 30%
- 40%

Answer: <https://biology-forums.com/index.php?topic=1908540>

Question 952

What is "greenwashing"?

Answer: <https://biology-forums.com/index.php?topic=1909529>

Question 953

Question 1. MasterCard and Visa may team up with university alumni associations to offer affinity credit cards that typically display an iconic image associated with the university on the card itself and may include an incremental donation program associated with purchases made using the card. The best description of this form of alliance would be a _____.

- network alliance
- logistics alliance
- pricing collaboration
- product alliance
- promotional alliance

Question 2. As the marketing manager for a small regional toy manufacturer, what three strategic marketing processes would you use to choose the value of your offer?

Answer: <https://biology-forums.com/index.php?topic=1908507>

Question 954

Psychological discounting involves setting an artificially high price and then offering the product at substantial savings.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908913>

Question 955

Question 1. Identify the three important principles for internal branding presented in the text.

Question 2. As a branding manager, you have recommended to your board of directors a corporate policy of blanket family branding. Write a brief statement outlining the advantages of blanket family branding.

Answer: <https://biology-forums.com/index.php?topic=1908740>

Question 956

Online advertising is estimated to grow to _____ of global ad spending by 2009.

- 20%
- 25%
- 5%
- 10%
- 15%

Answer: <https://biology-forums.com/index.php?topic=1909330>

Question 957

Question 1. An attractive niche is characterized as having a distinct set of needs.

- true
- false

Question 2. Local marketing reflects a growing trend called macromarketing.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908709>

Question 958

Question 1. Marketers look at where consumers are gathering to gain insights into consumption trends. The movement to _____ states has lessened the demand for warm clothing and increased the demand for air conditioning.

- Midwest
- Northeast
- West Coast
- Sunbelt
- Mountain

Question 2. Assume that you are a marketing manager for a youth clothing manufacturer that has just read about the megatrend of the "rising Hispanic influence" in the United States. Explain this megatrend and indicate why it might be important to your company and industry.

Answer: <https://biology-forums.com/index.php?topic=1908541>

Question 959

Senders know that to effectively communicate, they must encode their messages so that the target audience can decode them; they must transmit the message through the media that reach the target audience and develop _____ channels to monitor the responses.

- decoding
- response
- feedback
- interest
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909106>

Question 960

Your research has shown that your consumers have a high forgetting rate on your product. In fact, the forgetting rate is as high as 20%. To reverse this trend, you will undertake an advertising campaign designed to get the message back into memory by emphasizing _____.

- complicity
- impact
- frequency
- reach
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909248>

Question 961

Question 1. All of the following have been cited by the text as being among Americans' core values EXCEPT _____.

- belief in work
- belief in getting married
- belief in being honest
- belief in sexual permissiveness
- belief in giving to charity

Question 2. "Green marketing myopia" is a term used to describe the tendency to _____.

- balance environmental concerns with other forms of customer value
- regard environmental issues as too abstract to provide customer value
- overly focus on a product's greenness
- completely ignore environmental issues
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908523>

Question 962

Question 1. Companies that make steady gains in mind share and heart share will inevitably make gains in market share and profitability.

- true
- false

Question 2. Firms should only ever target weak competitors in order to maximize the return on their competitive investments.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908798>

Question 963

The Apple iPod has been a new-product success story the past few years. One of the reasons that the adoption process for this product was so short was due to the product's ease of use. In marketing terminology, what term best describes the product's ease of use?

Answer: <https://biology-forums.com/index.php?topic=1909427>

Question 964

Regional economic integration—the creation of trading agreements between blocs of countries—has intensified in recent years.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909444>

Question 965

The "learn-do-feel" model of consumer response models is relevant when the audience has low involvement and perceives little differentiation within the product category.

- true

- false

Answer: <https://biology-forums.com/index.php?topic=1909130>

Question 966

Question 1. The appearance of physical facilities, equipment, personnel, and communication materials are the tangibles that convey service quality to consumers.

- true
- false

Question 2. With continuously provided services, such as public utilities or health care, customers have been observed to mentally calculate their payment equity—the perceived fairness of the level of economic benefits derived from service usage in relationship to the level of economic costs.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908845>

Question 967

Question 1. Marketers are skilled in stimulating demand for a company's products, but this is too limited a view of the tasks they perform. Just as production and logistics professionals are responsible for supply management, marketers are responsible for demand management. Marketing managers seek to influence the level, timing, and composition of demand to meet the organization's objectives. List and briefly characterize the eight demand states described in the text.

Question 2. We can distinguish among five types of customer needs. List and provide an example of each of those customer needs.

Answer: <https://biology-forums.com/index.php?topic=1908474>

Question 968

Question 1. Consumers are typically content to accept the trade-offs inherent in negatively correlated attributes or benefits.

- true
- false

Question 2. The obvious means of differentiation, and often most compelling to consumers, relate to aspects of the product and service.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908764>

Question 969

In launching your company's new product, you are faced with a decision of what type of timing pattern will effectively match the communications objectives in relation to the nature of the product. List the four choices available to you.

Answer: <https://biology-forums.com/index.php?topic=1909272>

Question 970

The main disadvantage of direct investment is that the firm exposes a large investment to risks such as blocked or devalued currencies, worsening markets, or expropriation.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909456>

Question 971

In assessing the collective impact of an IMC program, the overriding goal is to create the most effective and efficient communications program possible.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909149>

Question 972

In target-return pricing, the firm determines the markup required and adds that amount to the fixed cost of the product.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908902>

Question 973

Question 1. Line filling, if overdone, may result in self-cannibalization and increased customer loyalty.

- true

- false

Question 2. In the rapidly changing market of today's world, product lines must be continuously updated or modernized.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908826>

Question 974

Blogs and chat rooms are examples of the _____ communication platform.

- public relations and publicity
- word-of-mouth marketing
- personal selling
- events and experiences
- direct and interactive marketing

Answer: <https://biology-forums.com/index.php?topic=1909098>

Question 975

When we talk about manufacturers' redemption centers, community groups, trash-collection specialists, recycling centers, and central processing warehouses, we are talking about what kind of distribution channels?

Answer: <https://biology-forums.com/index.php?topic=1909010>

Question 976

Question 1. A customer touch point in the airline industry would include an item such as _____.

- mechanics' ability to service the airplanes
- competency of a travel agent
- ease of access to the airport
- reservations
- the value of air travel versus surface transportation

Question 2. Winning companies improve the value of their customer base by excelling at each of the following strategies EXCEPT _____.

- focusing disproportionate efforts on high-value customers
- increasing the longevity of the customer relationship
- making low-profit customers more profitable or terminating them
- reducing the rate of customer defection
- retaining all customers regardless of profitability

Answer: <https://biology-forums.com/index.php?topic=1908585>

Question 977

Question 1. Markets with a segment of very wealthy consumers, but high income disparity, present few opportunities to marketers.

- true
- false

Question 2. Which of the following best describes the practice used by McDonald's when it hired mystery shoppers to assess stores' internal speed standards?

- Setting up an advisory panel
- Taking advantage of government data sources
- Motivating intermediaries to pass along important intelligence
- Training and motivating the sales force to spot and report new developments
- Networking externally

Answer: <https://biology-forums.com/index.php?topic=1908538>

Question 978

Effective salespeople have more than instinct; they are trained in methods of _____ and _____.

- profitability; analysis
- analysis; customer management
- time; territory management
- customer management; time management
- pricing; time management

Answer: <https://biology-forums.com/index.php?topic=1909307>

Question 979

You have identified those customers who have purchased any product from your firm within the past six months. Additionally, you have identified those customers who have spent at least \$100 and those customers who purchase something from your firm three to six times a year. What formula are you

using to select customers for your mailing?

- Product, offer, distribution
- Recent, often, dollar
- Key customer, minimum amount, frequency
- Distribution, dollar amount, frequency
- Recency, frequency, monetary amount

Answer: <https://biology-forums.com/index.php?topic=1909323>

Question 980

Question 1. In a modern exchange economy, all of the following markets are likely to exist EXCEPT _____.

- consumer market
- resource market
- government market
- manufacturer market
- class market

Question 2. In a simple marketing system, if the automobile industry sends advertising and personal sales messages to prospective buyers, it expects _____ in exchange.

- goods
- money
- image enhancement
- information
- services

Answer: <https://biology-forums.com/index.php?topic=1908480>

Question 981

Question 1. What organization lends substantial sums of money for tourism development in the form of low-interest loans to developing countries?

- International Air Transportation Association
- World Bank
- World Trade Organization
- International Civil Aviation Organization

Question 2. To prevent the collapse of the passenger rail industry in the United States, Congress passed the _____ in 1970.

Answer: <https://biology-forums.com/index.php?topic=1908665>

Question 982

Other media for direct-response marketing includes television. Television is used by direct marketers in conducting or producing "infomercials," and _____.

- direct response
- at-home shopping channels
- ad campaigns
- kiosks
- commercials

Answer: <https://biology-forums.com/index.php?topic=1909295>

Question 983

Marketing communications activities contribute to brand equity in all of the following ways EXCEPT _____.

- by facilitating a stronger consumer-brand connection
- by linking the right associations to the brand image in consumers' memories
- by creating brand awareness
- by enhancing brand performance
- by eliciting positive brand judgments

Answer: <https://biology-forums.com/index.php?topic=1909095>

Question 984

Question 1. _____ do not normally survive (as a special category product life cycle) because they do not normally satisfy a strong need.

- Fashions
- Fads
- Intra-brands
- Styles
- Trends

Question 2. Which of the following product life-cycle stages would be appropriately described as being one where firms focus mainly on buyers from higher-income groups and prices tend to be high because costs are high?

- Introduction stage
- Growth stage
- Decline stage
- Maturity stage
- Saturation stage

Answer: <https://biology-forums.com/index.php?topic=1908748>

Question 985

When independent operators such as optometrists or nail and hair salons locate in the front part of selected retail superstores, this is an example of what type of marketing system?

Answer: <https://biology-forums.com/index.php?topic=1909017>

Question 986

Question 1. _____ is defined as being relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interests, and behavior.

- Social class
- Subculture
- Culture
- A group
- The family

Question 2. Social classes show distinct product and brand preferences in all the following areas EXCEPT _____.

- automobiles
- leisure activities
- clothing
- fast food
- home furnishings

Answer: <https://biology-forums.com/index.php?topic=1908615>

Question 987

Question 1. Most studies indicate, with respect to the product life cycle in its introductory stage, that the _____ gains the greatest advantage.

- market nicher
- market pioneer
- market follower
- market challenger
- market reverser

Question 2. Tellis and Golder identified five factors as underpinning long-term market leadership. Which of the following is NOT one of those factors?

- Persistence
- Asset leverage
- Slash-and-burn tactics
- Vision of mass market
- Relentless innovation

Answer: <https://biology-forums.com/index.php?topic=1908749>

Question 988

Question 1. Building a database would not be worthwhile for a company in all of the following cases EXCEPT _____.

- where the cost of gathering the information is too high
- where the company already has an above average relationship with its customers
- where the product is a one-in-a-lifetime purchase
- where the unit sale is very small
- where customers show little loyalty to a brand

Question 2. All of the following are examples of the perils of CRM EXCEPT _____.

- rolling out CRM before changing the organization to match
- stalking, not wooing, customers
- implementing CRM before creating a customer strategy
- assuming more CRM technology is better
- the enormous cost that might eventually drain significant profits from the organization

Answer: <https://biology-forums.com/index.php?topic=1908592>

Question 989

Because of the fleeting nature of the television ad, and the distracting creative elements often found in it, product-related messages and the brand itself can be overlooked.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909230>

Question 990

A major circumstance provoking price increases is _____.

- cost inflation
- stock price versus target price
- profitability versus target
- price versus competition
- market demand

Answer: <https://biology-forums.com/index.php?topic=1908879>

Question 991

Shoppers who primarily seek stores that suit people like themselves or members of groups they aspire to join are known as _____.

- affinity customers
- variety-loving shoppers
- service/quality customers
- price/value customers
- high-value deal seekers

Answer: <https://biology-forums.com/index.php?topic=1908935>

Question 992

The growing power of store brands is not weakening the national brands due to the national brands' increases in advertising and research and development.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909081>

Question 993

Question 1. Prospect theory maintains that consumers frame decision alternatives in terms of gains and losses according to a value function.

- true
- false

Question 2. What is a reference group? Describe three different types of reference groups that can have an impact on a consumer's purchasing behavior.

Answer: <https://biology-forums.com/index.php?topic=1908623>

Question 994

The question regarding the various channel functions is not whether or not they need to be performed but who is to perform them. All channel functions have three things in common. Which of the following is NOT one of these channel functions?

- They require substantial investments by the producer.
- They can be shifted among channel members.
- They can often be performed better through specialization.
- They use up scarce resources.
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908941>

Question 995

Increasingly, a key goal of marketing is to develop deep, enduring relationships with all people or organizations that could directly or indirectly affect the success of the firm's marketing activities. Relationship marketing has the aim of building mutually satisfying long-term relations with key parties—customers, suppliers, distributors, and other marketing partners—in order to earn and retain their business.

Discuss the merits of relationship marketing. Describe in detail a company who is in business today that models relationship marketing.

Answer: <https://biology-forums.com/index.php?topic=1908475>

Question 996

The consumer-adoption process focuses on the mental process through which an individual passes from first hearing about an innovation to final adoption or use of the product/service. Adopters of new products have been observed to move through five distinct stages. List and define these stages.

Answer: <https://biology-forums.com/index.php?topic=1909388>

Question 997

Consumer behavior is highly consistent across different markets.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909457>

Question 998

When different customer groups are charged different prices for the same product or service, it is called _____.

- channel pricing
- product-form pricing
- price discrimination
- customer-segment pricing
- illegal

Answer: <https://biology-forums.com/index.php?topic=1908875>

Question 999

Profitability control is the prime responsibility of line and staff management.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909522>

Question 1000

Attitudes toward country of origin are highly consistent over time and rarely change.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909470>

Question 1001

As the marketing manager for your product, you have been forced to take a price increase due to cost pressures from your suppliers. After adjusting for customer and consumer demand fluctuations and elasticity, you feel that you have accounted for all possible reactions. Your boss, however, feels differently and says that your recommendations are not complete. What other factors, besides consumer/customers, are affected by price changes?

Answer: <https://biology-forums.com/index.php?topic=1908923>

Question 1002

Question 1. Many business buyers prefer to buy a total solution to a problem from one seller. _____ is the correct term for this process.

- Supply buying
- Channel consolidation
- Systems buying
- Vertical buying
- Horizontal buying

Question 2. In order to successfully develop customer reference stories, firms should _____.

- state the customer's needs in compelling terms
- focus on qualitative results
- describe the company's solution in terms of products and services
- avoid referencing the barriers to satisfying customer needs
- use very few direct customer quotes

Answer: <https://biology-forums.com/index.php?topic=1908633>

Question 1003

Television advertising used to be the most powerful means of hitting the consumer marketing bull's-eye. Its demise is attributed to _____ and to shifts in the media now used to reach consumers.

- a shift in the proportion of radio listening to television viewing
- the aging of the baby boomer demographic
- the fragmentation of U.S. audiences
- increasing consumer cynicism toward advertising
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1909092>

Question 1004

A firm normally gets into international marketing simply by shipping out its goods.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909473>

Question 1005

Messages delivered by attractive or popular sources can potentially achieve higher attention and recall. What is important is the spokesperson's credibility. Source credibility consists of trustworthiness, likability, and _____.

- reputation
- celebrity status
- experience
- expertise
- age

Answer: <https://biology-forums.com/index.php?topic=1909115>

Question 1006

Question 1. The _____ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features.

- product
- marketing
- production
- holistic marketing
- selling

Question 2. The _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and cemetery plots.

- holistic marketing concept
- production concept
- marketing concept
- selling concept
- product concept

Answer: <https://biology-forums.com/index.php?topic=1908451>

Question 1007

Question 1. The service quality of a firm is tested at each customer encounter. The service-quality model highlights the main requirements for delivering high service quality. The model identifies five gaps that cause unsuccessful delivery. List each of these gaps.

Question 2. Based on the service-quality "gaps" model, the researchers identified five determinants of service quality. List and briefly explain each.

Answer: <https://biology-forums.com/index.php?topic=1908848>

Question 1008

As the newest brand manager for your company, you are in the process of developing an advertising campaign for the coming year. When you review your product substitutability and the stage in the product life cycle, which of "the five Ms" are you deciding?

- Media
- Measurement
- Money
- Message
- Mission

Answer: <https://biology-forums.com/index.php?topic=1909242>

Question 1009

Companies deciding on the number of intermediaries to use at each channel level have three strategies available to them. They can use exclusive distribution, _____ distribution, and intensive distribution.

- collective
- competitive
- extensive
- selective
- self-selecting

Answer: <https://biology-forums.com/index.php?topic=1908944>

Question 1010

Merchandise offered at a relatively low cost or free as an incentive to purchase a particular product is known as _____.

- a price pack
- a sample
- cross-promotions
- premiums
- a tie-in

Answer: <https://biology-forums.com/index.php?topic=1909210>

Question 1011

Question 1.If consumers do not demonstrate different responses to different brands within a product category, then the products are essentially commodities or generic versions and competition will probably be based on _____.

- emotional attachment
- brand awareness
- price
- prestige
- advertising expenditure

Question 2.When a consumer expresses thoughts, feelings, images, experiences, beliefs, and so on that become associated with the brand, the consumer is expressing brand _____.

- loyalty
- preference
- equity
- behavior
- knowledge

Answer: <https://biology-forums.com/index.php?topic=1908714>

Question 1012

Which of the following methods may be used by buyers to review the performance of chosen suppliers?

- The buyer may contact the end users and ask for their evaluations.
- The buyer might aggregate the cost of poor performance to come up with adjusted costs of purchase, including price.
- The buyer may rate the supplier on several criteria using a weighted-score method.
- All of the above
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908638>

Question 1013

Channel objectives should be stated in terms of _____ service output levels.

- targeted
- affordable
- efficient
- budgeted
- none of the above

Answer: <https://biology-forums.com/index.php?topic=1908942>

Question 1014

Question 1.To understand what is happening inside and outside the company, the company needs a reliable marketing information system.

- true
- false

Question 2.Because of surprises and disappointments that can occur as marketing plans are implemented, the company will need feedback and control to improve itself.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908472>

Question 1015

A better measure to evaluate the effectiveness of MPR is to measure _____.

- the number of exposures carried by the media
- the change in product awareness
- the difference between PR costs and advertising space expense
- the number of minutes of radio airtime garnered
- the extent of viewer repeat exposure

Answer: <https://biology-forums.com/index.php?topic=1909225>

Question 1016

Your sales force is efficient and effective. What are the four contributions that an effective sales force can make to the marketing communications mix?

Answer: <https://biology-forums.com/index.php?topic=1909178>

Question 1017

Your company has brought in 25 consumers identified as innovators and/or heavy users of its products and is observing them as they use your new product. This test is intended to expose unanticipated problems of safety and servicing and to alert you to customer training and servicing requirements. In marketing terms, this is called _____.

- product testing
- beta testing
- alpha testing
- design testing
- regional testing

Answer: <https://biology-forums.com/index.php?topic=1909403>

Question 1018

Even when a specific campaign fails to break even in the short run, it can still be profitable in the long run if _____ is/are factored in.

- customer lifetime value
- price escalation effects
- indirect revenues
- sales-force promotions
- all of the above

Answer: <https://biology-forums.com/index.php?topic=1909291>

Question 1019

The company's public relations department performs five functions. List these five functions.

Answer: <https://biology-forums.com/index.php?topic=1909280>

Question 1020

U.S. manufacturers think their job is done once the product leaves the factory. These firms should pay attention to how the product moves within the foreign country. They should take a whole-channel view of the problem of distributing products to the final user. Describe the whole-channel concept.

Answer: <https://biology-forums.com/index.php?topic=1909483>

Question 1021

Creative strategies are how marketers translate their messages into a specific communication. Creative strategies can be broadly classified as involving either informational or _____ appeals.

- transformational
- point-of-purchase
- advertorials
- individualization
- branded entertainment

Answer: <https://biology-forums.com/index.php?topic=1909110>

Question 1022

Corporate philanthropy as a whole is on the rise.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909513>

Question 1023

Domestic-based export merchants buy the manufacturer's products and then sell them abroad.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909447>

Question 1024

Question 1. The demand for business goods is ultimately derived from the demand for raw materials.

• true
• false
Question 2. Systems selling is a key industrial marketing strategy in bidding to build large-scale industrial projects such as dams or pipelines.
• true
• false
Answer: <https://biology-forums.com/index.php?topic=1908643>

Question 1025

A global industry is an industry in which the strategic positions of competitors in major geographic or national markets are affected by their overall global positions.
• true
• false
Answer: <https://biology-forums.com/index.php?topic=1909435>

Question 1026

Explain the concept of "frequency."
Answer: <https://biology-forums.com/index.php?topic=1909267>

Question 1027

A channel alternative is described by three elements: the types of available business intermediaries, the number of intermediaries needed, and the _____.
• terms and responsibilities of each channel member
• depth of commitment of each channel member
• size of each channel member
• area of expertise of each channel member
• quality of the channel member organization
Answer: <https://biology-forums.com/index.php?topic=1908943>

Question 1028

Retailers can assess a particular store's sales effectiveness by looking at (1) the number of people passing by on an average day; (2) the _____; (3) the percentage of those entering who buy; and (4) the average amount spent per sale.
• total dollar sales per day
• percentage who enter the store
• percentage of customers who bought merchandise on "sale"
• total units sold per day
• percentage of those who buy full-price merchandise
Answer: <https://biology-forums.com/index.php?topic=1909050>

Question 1029

When the USB memory stick was introduced, it destroyed demand for floppy disks due to its vastly superior storage capacity, cheaper price per unit of storage capacity, and more convenient size, shape, and usage. This was an example of _____.
• disruptive technology
• incremental innovation
• perceptual mapping
• customer-driven engineering
• fragmented markets
Answer: <https://biology-forums.com/index.php?topic=1909391>

Question 1030

Question 1. When Jack purchases his air-conditioning unit in the winter to avoid the high prices found in the summer, he is exhibiting _____ demand.
• impulse
• declining
• negative
• irregular
• latent
Question 2. Julia hates smoking and is willing to pay an extra tax just to help eliminate smoking in her city. She is exhibiting _____ with respect to smoking.
• declining demand
• unwholesome demand

- nonexistent demand
- negative demand
- latent demand

Answer: <https://biology-forums.com/index.php?topic=1908479>

Question 1031

Straight extension means introducing the product in the foreign market without any changes to the brand.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909458>

Question 1032

If the salesperson is learning about the prospect and sets call objectives to qualify the prospect, the salesperson is in which step in the selling process?

- Preapproach
- Closing
- Presentation
- Prospects
- Follow-up

Answer: <https://biology-forums.com/index.php?topic=1909309>

Question 1033

Question 1. The famous "Plop, plop, fizz, fizz! Oh, what a relief it is!" campaign is a good example of what is called a brand _____.

- perception
- bond
- personification
- element
- visual

Question 2. Although initially an online book seller, Amazon.com chose not to call itself "Books 'R' Us," enabling it eventually to sell a wide range of products. This naming decision makes the brand element more _____.

- likable
- meaningful
- protectible
- memorable
- transferable

Answer: <https://biology-forums.com/index.php?topic=1908729>

Question 1034

Designing a marketing channel involves analyzing customer needs, establishing channel objectives, and identifying cost-saving channels, identifying key channel partners, and evaluating all alternatives.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908990>

Question 1035

Question 1. The collaborator's _____ involves horizontal partnerships, where companies choose partners based on their ability to exploit related market opportunities, and vertical partnerships, where companies choose partners based on their ability to serve their value creation.

- rational space
- resource space
- competency space
- cognitive space
- service space

Question 2. _____ allows the company to discover who its customers are, how they behave, and what they need or want. It also enables the company to respond appropriately, coherently, and quickly to different customer opportunities.

- Total quality management
- Marketing management
- Network management
- Strategic management
- Customer relationship management

Answer: <https://biology-forums.com/index.php?topic=1908486>

Question 1036

A disadvantage of product and brand managers is that they become experts in their product area but rarely achieve functional expertise.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909507>

Question 1037

There are six criteria used in creating brand elements. The first three can be characterized as "brand building" in terms of how brand equity can be built through the judicious choice of a brand element. The latter three are more "defensive" and are concerned with how the brand equity contained in the brand element can be leveraged and preserved in the face of different opportunities and constraints. List and briefly characterize the six criteria.

Answer: <https://biology-forums.com/index.php?topic=1908724>

Question 1038

The use of media may require international adaptation because media availability varies from country to country.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909463>

Question 1039

Question 1. Customer-perceived value is based on two components. What are those components?

Question 2. What is the definition for customer-perceived value (CPV)?

Answer: <https://biology-forums.com/index.php?topic=1908606>

Question 1040

Question 1. Coca-Cola recognizes that its number-one competitor is tap water, not Pepsi. Which of the following statements most aptly fits with the competitive situation faced by Coca-Cola when it seeks optimum selection of competitors?

- Compete with parallel competitors.
- Compete with distant competitors.
- Compete with bad competitors.
- Compete with strong competitors.
- Compete with close competitors.

Question 2. When a regional computer-manufacturing firm began to seek out customers who lived outside of its traditional market boundaries, the firm was employing which of the following new-customer expansion strategies to expand its total market?

- new-market segment strategy
- latent demand strategy
- product differentiation strategy
- market-penetration strategy
- geographic-expansion strategy

Answer: <https://biology-forums.com/index.php?topic=1908808>

Question 1041

Question 1. According to information presented in the text, the _____ cultural market segment is the most fashion conscious of all the racial groups and tends to be motivated by quality and selection.

- European American
- Hispanic American
- Indian American
- Asian American
- African American

Question 2. Jason writes a weekly column in his school's newspaper about movies he has seen, books he has read, and concerts he has attended. His column provides information and opinions. Feedback from his fellow students is positive, and they are appreciative of the advice that is given. Which of the following would be the most apt description of the role played by Jason?

- Silent majority
- Protestor
- Opinion leader
- Muckraker
- Protector

Answer: <https://biology-forums.com/index.php?topic=1908627>

Question 1042

Question 1. Back-to-basics cooking was redefined to mean:

- returning to simple cooking methods
- using green technology to improve the meal and the bottom line
- using only ingredients grown and purchased locally
- infusing modern technology and science into classical cooking methods to create healthier dishes

Question 2. _____ allow companies to expand rapidly by using other people's money.

Answer: <https://biology-forums.com/index.php?topic=1908681>

Question 1043

Question 1. Pricing cues such as sale signs and prices that end in 9 become more influential when _____.

- prices are consistent year-round
- items have been on the market a long time
- they are employed frequently
- consumer price knowledge is poor
- items are purchased frequently

Question 2. A firm must set a price for the first time when it develops a new product, when it introduces its regular product into a new distribution channel or geographical area, and when it _____.

- enters bids on new contract work
- raises prices due to cost escalation
- needs to increase bottom-line results
- changes styles
- rolls out an improved product

Answer: <https://biology-forums.com/index.php?topic=1908863>

Question 1044

Question 1. Which of the following types of companies is characterized as being "too reactive?"

- Customer centered
- Distribution centered
- Service centered
- Niche centered
- Competitor centered

Question 2. Which of the following types of companies is felt to be in a better position to identify new opportunities?

- Customer centered
- Competitor centered
- Distribution centered
- Niche centered
- Service centered

Answer: <https://biology-forums.com/index.php?topic=1908794>

Question 1045

Question 1. A marketing manager stresses to a newly hired brand manager the importance of having a strong brand. All of the following would be advantages that the marketing manager might stress to his subordinate EXCEPT _____.

- lower margins
- greater loyalty
- possible licensing opportunities
- less vulnerability to marketing crises
- improved perceptions of product performance

Question 2. Apple Computer achieves incredible brand loyalty largely by delivering on its _____ to "create great things that change people's lives" by combining superior design functionality and style in its products.

- brand resonance
- brand dynamic
- umbrella branding
- brand entity
- brand promise

Answer: <https://biology-forums.com/index.php?topic=1908727>

Question 1046

Question 1. List five trends that have an impact on the hospitality industry, and provide one example of each.

Question 2. "Service spirit" may be defined differently for different people. List and describe three characteristics of a good server.

Answer: <https://biology-forums.com/index.php?topic=1908661>

Question 1047

Question 1. Which of the following would be an example of a hybrid service?

- Soap manufacturer
- Restaurant
- University
- Airline
- Professor

Question 2. Which of the following would be an example of a pure service?

- Airlines
- Copier company
- Insurance
- Car dealer
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908836>

Question 1048

The main drawback to the _____ is that it is costly and often creates conflicts.

- vertical organization
- triangular organization
- matrix organization
- BAMT
- horizontal organization

Answer: <https://biology-forums.com/index.php?topic=1909526>

Question 1049

Question 1. If a manager is looking for a "report card" on past performance of a brand, he or she should turn to an examination of the brand _____.

- image
- compatibility
- strength
- dominance
- stature

Question 2. Matt always thinks of Die Hard batteries when he thinks of a dependable car battery. This is an example of brand _____.

- judgments
- feelings
- scope
- imagery
- salience

Answer: <https://biology-forums.com/index.php?topic=1908728>

Question 1050

Concept testing entails presenting consumers with an elaborated version of the concept. Consider the scenario: "Our product is a powdered mixture that is added to milk to make an instant breakfast that gives the person all the needed nutrition along with good taste and high convenience. The product would be offered in three flavors (chocolate, vanilla, and strawberry) and would come in individual packets, six to a box, at \$2.49 a box." From this information, respondents would answer questions that would indicate what about the concept?

Answer: <https://biology-forums.com/index.php?topic=1909420>

Question 1051

Question 1. Companies that adopt and employ the marketing concept switch from being solely product centered to being more _____ centered.

- sales
- marketing
- competency
- customer
- strategy

Question 2. _____ can be seen as the development, design, and implementation of marketing programs, processes, and activities that recognizes the breadth and interdependencies of their effects.

- Holistic marketing
- Demand-centered marketing
- Relationship marketing
- Niche marketing
- Supply chain marketing

Answer: <https://biology-forums.com/index.php?topic=1908454>

Question 1052

IKEA and Southwest Airlines are among the best practitioners of value pricing—win loyal customers by charging a fairly low price for a high-quality offering. Why is value pricing not a matter of simply lowering prices?

Answer: <https://biology-forums.com/index.php?topic=1908922>

Question 1053

_____ calls for developing a master chart showing the simultaneous and sequential activities that must take place to launch the product. By estimating how much time each activity takes, the planners estimate completion time for the entire project.

- Product adoption
- Critical path scheduling
- Inventory management
- Innovation diffusion
- Personal influence

Answer: <https://biology-forums.com/index.php?topic=1909405>

Question 1054

Question 1. A market is unattractive if it already contains numerous, strong, or aggressive competitors.

- true
- false

Question 2. The most attractive segment is one in which the entry barriers are low and exit barriers are high.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908796>

Question 1055

When retailers buy a greater quantity of product during a deal period than they can sell during the deal period, we call this _____.

- trade buying
- forward buying
- de facto buying
- purchasing intent
- diverting

Answer: <https://biology-forums.com/index.php?topic=1909211>

Question 1056

_____ occurs when a single firm uses two or more marketing channels to reach one or more customer segments.

- Diversified marketing
- Integrated marketing
- Multimarket marketing
- Multichannel marketing
- None of the above

Answer: <https://biology-forums.com/index.php?topic=1908961>

Question 1057

Eighty percent of consumers in emerging markets buy their products from _____.

- big-box retail outlets
- directly from the manufacturer
- tiny stalls and kiosks
- franchise retailers
- shopping malls

Answer: <https://biology-forums.com/index.php?topic=1909480>

Question 1058

The ultimate form of foreign investment is direct ownership of foreign-based assembly or manufacturing facilities. Briefly describe the advantages to ownership.

Answer: <https://biology-forums.com/index.php?topic=1909482>

Question 1059

Question 1. The selling relationship concept holds that consumers will prefer products that are ethical, environmentally responsible, legal, and social in the context of marketing activities and programs.

- true
- false

Question 2. The societal marketing concept holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908470>

Question 1060

Question 1. According to the buygrid framework described in the text, a performance review completes the buygrid as a last step.

- true
- false

Question 2. The buying process begins when someone places an order with a sales representative.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908648>

Question 1061

Most firms have no trouble estimating the demand and cost functions for their products.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908897>

Question 1062

When deciding where to operate internationally, it often makes sense to operate in fewer countries, with a deeper commitment and penetration in each. Identify the three criteria that companies prefer countries meet to be viable alternatives for entry.

Answer: <https://biology-forums.com/index.php?topic=1909481>

Question 1063

Companies producing a variety of products and brands often establish a product-management organization.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909502>

Question 1064

In markets that are characterized by products that are highly homogenous, how should a firm react to a competitor's price decline?

- Reduce services.
- Reduce product characteristics.
- Augment the product.
- Enhance services.
- Reduce product performance levels.

Answer: <https://biology-forums.com/index.php?topic=1908883>

Question 1065

The reverse-flow channels are not important except in the cases of recycling, refurbishing, and disposal.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908989>

Question 1066

What three important benefits can companies gain by adding more channels?

Answer: <https://biology-forums.com/index.php?topic=1909019>

Question 1067

A manufacturer selling a physical product and related services might require three channels: a sales channel, a delivery channel, and a service channel.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908986>

Question 1068

Total costs consist of the sum of the fixed and variable costs associated with the product.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908901>

Question 1069

All channel functions need not be performed for the channel to operate efficiently.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908987>

Question 1070

A direct marketing channel consists of a manufacturer selling directly to one retailer.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1908988>

Question 1071

In deciding to use a particular type of consumer promotional incentive, marketers have several factors to consider. List these factors and briefly explain them.

Answer: <https://biology-forums.com/index.php?topic=1909238>

Question 1072

Increasingly, new-product ideas arise from _____ that combines two product concepts or ideas to create a new offering, such as cereal bars, which combine cereal and snacking.

- lateral marketing
- attribute listing
- forced relationships
- reverse assumption analysis
- morphological analysis

Answer: <https://biology-forums.com/index.php?topic=1909357>

Question 1073

Question 1. Dividing room revenue by the number of rooms available is known as:

- revpar
- average daily rate
- rooms occupancy percentage
- rack rate

Question 2. If room sales are \$50,000 in one day with 400 rooms available and 300 rooms actually sold, the revenue per available room would be:

- \$200.00
- \$125.00
- \$110.00
- \$225.00

Answer: <https://biology-forums.com/index.php?topic=1908671>

Question 1074

More than 90% of future population growth is projected to occur in the less developed countries.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909442>

Question 1075

Question 1. In general, companies can use their databases in all of the following ways EXCEPT _____.

- to decide which customers should receive a particular offer

- to deepen customer loyalty
- to avoid serious customer mistakes
- to identify prospects
- to predict competitive strategies and plans

Question 2. Which of the following is considered to be one of the four problems that can deter a firm from using CRM (customer relationship marketing)?

- It is very difficult to find and train database employees.
- Competitors can often hack into CRM systems.
- Long-term results of such systems are still unproven.
- Building and maintaining a customer database requires a large investment.
- Focusing too much on databases separates a company from its customers.

Answer: <https://biology-forums.com/index.php?topic=1908591>

Question 1076

When we talk about "early adopters" for a new product, we are concerned with those opinion leaders who carefully search for new technologies that might give them a dramatic competitive advantage.

- true
- false

Answer: <https://biology-forums.com/index.php?topic=1909374>