

Question 1

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 2

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 3

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 4

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 5

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 6

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 7

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 8

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 9

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 10

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 11

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 12

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 13

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 14

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 15

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 16

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 17

_____ 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 18

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 19

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 20

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>

BIOLOGY-FORUMS.COM