

MARKETING PRE-ASSESSMENT

1. The Sales orientation marketing management philosophy
 - a. Focuses on the internal capabilities of the firm
 - b. Assumes that buyers purchase items when pushed
 - c. Assumes responsiveness to customer wants.

2. A demographic factor that recognizes the enduring pattern of emotions and behaviors that define an individual is known as
 - a. lifestyle
 - b. personality
 - c. ethnicity
 - d. gender

3. The organization's mission statement is a long-term vision. Its primary purpose is to
 - a. Guide the company toward achieving an objective
 - b. Keep employees informed of what they need to do to complete a task
 - c. Increase awareness to clientele

4. The marketing mix is a blend of promotion, place, price and
 - a. Product
 - b. Sales
 - c. Profit
 - d. Profile

5. The product life cycle:
 - a. Shows how a product's sales or profits may rise and fall over its life
 - b. Tells you how long a product will sell for and make a profit
 - c. Shows how profitable a product will be
 - d. Shows the four stages all products go through

6. A method used by marketers in an effort to make a product seem different and better in the eyes of the consumers is called:
 - a. Positioning
 - b. Application analysis
 - c. Competitive advantage
 - d. None of the above

7. Which stage of the product life cycle would reflect informative advertising?
 - a. Introductory stage
 - b. Growth stage
 - c. Maturity stage
 - d. Decline stage

8. Ads that encourage the consumer to make chicken an "anytime meal" is an example of extending the product life cycle by:
 - a. Increasing the frequency of use of the product
 - b. Increasing the number of users of the product

- c. Finding new uses for an existing product
 - d. Changing the package size, labels, or product quality
9. Penelope is using data collected and published by a trade association in her marketing research study. What kind of data is Penelope using?
- a. Secondary data
 - b. Primary data
 - c. Soft data
 - d. Hard data
10. Displays, trade shows, expositions & product demonstrations are examples of:
- a. Advertising
 - b. Publicity
 - c. Sales promotion
 - d. Public relations
11. This approach directs a company's marketing mix at a large and heterogeneous group of consumers.
- a. market segmentation
 - b. telemarketing
 - c. mass marketing
 - d. buzz marketing
12. An exhibition where companies associated with an industry gather to showcase their products is called a(n):
- a. trade show
 - b. job fair
 - c. flea market
 - d. target market
13. The behavioral objective:
- a. Describes the actions a company takes with advertisement
 - b. Describes the actions a company wants consumers to take after viewing advertisements.
 - c. Describes marketing where behavior is the central goal
14. Which of the following is an example of product placement in a movie?
- a. someone drinking a cup of juice
 - b. someone eating an orange
 - c. someone drinking from a Tropicana Orange Juice container.
 - d. someone throwing an orange
15. One major reason McDonalds has been so successful worldwide is because it only makes changes in its marketing strategies when necessary. For this reason, McDonalds would be considered a(n)
- a. Transnational firm
 - b. Multinational firm

c. International firm

16. SWOT is an acronym for:

- a. Strategy, work, openness, toughness
- b. strategy, weakness, opinions, tactics
- c. scanning, weaknesses, opportunities, tactics
- d. strengths, weaknesses, opportunities, threats

17. An example of a firm's "weakness" discovered by a SWOT analysis might be

- a. the firm's modern production facilities
- b. successful addition to the current product line
- c. changing buyer tastes in the marketplace.
- d. inadequate financing abilities

18. A strategic window is:

- a. a limited time period during which key market requirements and the particular strengths of a firm fit together.
- b. an opportunity created within an industry by shifting costs and technology
- c. an event when the economy creates a financial opportunity
- d. a situation that all elements of a plan are put into place.

19. The primary reason for the start of Guerilla Marketing is

- a. to compete with other companies with larger promotion budgets
- b. to use innovative advertisements with large budgets
- c. to reach your target market in conventional ways.

20. The group of people to whom a firm directs its marketing efforts is known as its

- a. captive markets
- b. consumer markets
- c. home markets
- d. target market

21. In the BCG matrix, the quadrant of the market share/market growth matrix that represents both a high market share and a high rate of market growth includes the

- a. cash cows
- b. stars
- c. achievers
- d. winners

22. The product manager for a new scanner informs the board of directors at its annual meeting that the product has been classified as a "dog." This means that:

- a. A decision to keep or withdraw the product must be made within the next several years.
- b. the product has a low market share of a high growth rate
- c. the product should be withdrawn ASAP

d. the product needs heavy investment to become a star

23. The SBU, according to the BCG Matrix, that produces strong cash flows that can be used to finance the growth of other SBUs is the:

- a. Star
- b. cash cow
- c. question mark
- d. shopping cart

24. Message strategy consists of methods and:

- a. Objectives
- b. Strategies
- c. Slogans
- d. brand image

25. Which of the following is not used to persuade customers:

- a. Testimonial
- b. Advertorial
- c. scare ads
- d. infomercial

26. A deodorant commercial will probably utilize what kind of advertisement?

- a. Humor
- b. Scare
- c. Feel-Good
- d. Anxiety

27. Setting a price that is thought of as a traditional price for that product would be known as:

- a. Customary price
- b. Variable price
- c. Fixed price
- d. Elastic price

28. Consumers must purchase necessities to survive. Because of this, the demand for milk is:

- a. Elastic
- b. Necessary
- c. Inelastic

29. Stores are willing to lose money on certain products, known as loss leaders because:

- a. They hope to lead people into the store to buy other products.
- b. They want to get rid of old stock.
- c. The product may be about to expire.

30. The Gillette Company can afford to give razors away for free. This is due to:
- Psychological price
 - Captive product price
 - Product line price
 - Product bundle price
31. An advertorial is often changed to look different depending on the magazine it will be featured in. The reason this is so important is:
- people will not see the advertorial more than once
 - it is made to look exactly like a part of the magazine
 - it will not blend into the magazine
32. There are three types of testimonial ads, which of the following is not one of the three:
- Celebrity
 - Expert
 - Loyal Customer
 - Average-User
33. When Samsung handed out hats and t-shirts with their name on it to spectators at the Olympics, even though they were not the official sponsors, this was an example of:
- Public Relations
 - Ambush Marketing
 - Publicity
 - Direct Marketing
34. There are three kinds of consumer products, which of the following is NOT one of them?
- convenience products
 - shopping products
 - specialty products
 - luxury products
35. Which of the following is NOT a part of TQM?
- design product people want to buy
 - design items to work the way customers want to use them
 - build quality into every product
 - design products your company can produce quickly and easily
36. Which of the following is not a factor influencing the promotional mix are:
- nature of the market
 - nature of the product
 - price
 - competition

37. The product life cycle has three stages. Which of the following is NOT?
- Introductory
 - new product
 - stagnant product
 - mature product
38. Product Mix width is:
- number of product lines a firm offers
 - number of different products a firm offer
 - variations of each product in the mix
39. Product Mix length is:
- number of product lines a firm offers
 - number of different products in a product line
 - variations of each product in the mix
40. Recently, Microsoft introduced the new XboX 360. The price set for the product was artificially. This pricing strategy is known as:
- Premium
 - Penetration
 - Skimming
 - psychological
41. Many stores sell product bundles. The main reason for this is:
- Reflect geography
 - Keep customers coming back
 - Show a quality product
 - Move old stock
42. Commonly used basis for segmenting consumer markets is:
- Geographic segmentation based on locations
 - Career segmentation based on industry affiliation
 - National segmentation based on citizenship
 - Institutional segmentation based on membership
43. If a camera manufacturer markets its cameras as taking sharper, clearer pictures than competing models, how is it positioning its products?
- by product user
 - by price
 - by attribute
 - by use or application
44. Marketing communication:
- is a mass media process
 - is a message from receiver to sender
 - does not include promotional strategy

d. is a message dealing with buyer-seller relationships.

45. Which of the following is the promotional tool for which expenditures are usually low in most firms?
- a. Publicity
 - b. public relations
 - c. sales promotion
 - d. advertising.
46. Personal selling is emphasized when:
- a. the product is standardized
 - b. trade-ins are uncommon
 - c. the product is a consumer good
 - d. the potential customer has unique needs or objectives.
47. Shopping goods would include:
- a. Coke and Budweiser Beer
 - b. bread, milk and gasoline
 - c. clothing, furniture and appliances
 - d. Rolex watches and BMW automobiles.
48. Displays, trade shows expositions and product demonstrations are examples of:
- a. advertising
 - b. publicity
 - c. sales promotion
 - d. public relations
49. If you sold a suit to a customer instead of the sports jacket that he originally wanted, you applied the principle of:
- a. profiteering
 - b. add-on
 - c. selling up
 - d. marking up
50. The buying and selling of goods on-line is called
- a. techno buying
 - b. e-commerce
 - c. cyber purchasing
 - d. e-purchasing

Answer Key

1. B
2. B
3. A
4. A
5. D
6. A
7. A
8. A
9. A
10. C
11. C
12. A
13. B
14. C
15. B
16. D
17. D
18. A
19. A
20. D
21. B
22. C
23. B
24. A
25. C
26. D
27. A
28. A
29. A
30. B
31. B
32. C
33. B
34. D
35. D
36. D
37. C
38. A
39. B
40. C
41. D
42. A
43. C
44. D
45. A
46. D
47. C
48. C
49. C
50. D