

Chapter 1

1. Which of these is not a business process?
 - a) Business-to-consumer
 - b) Business-to-business
 - c) Business-to-distributor
 - d) Consumer-to-consumer

2. Which of the 4 P's is about communicating value proposition?
 - a) Price
 - b) Place
 - c) Product
 - d) Promotion

3. What does CRM stand for?
 - a) Company Revenue Milestone
 - b) Customer Relationship Management
 - c) Customer Review Markers
 - d) Corporation Review Model

4. Why would a consumer buy a product?
 - a) The item is relevant to their needs
 - b) The item is differentiated
 - c) There are benefits related to price
 - d) All of the above

Chapter 2

5. When discussing a Marketing Strategy, which of the 4 Ps *create value*?
 - a) Place
 - b) Product
 - c) Promotion
 - d) Price

6. When discussing a Marketing Strategy, which of the 4 Ps *communicate value*?
 - a) Place
 - b) Product
 - c) Promotion
 - d) Price

7. When discussing a Marketing Strategy, which of the 4 Ps *deliver value*?
 - a) Place
 - b) Product
 - c) Promotion
 - d) Price

8. When discussing a Marketing Strategy, which of the 4 Ps *capture value*?
- a) Place
 - b) Product
 - c) Promotion
 - d) Price

Chapter 3

9. What is the cheapest way to advertise?
- a. Billboards
 - b. Social Media
 - c. Magazines
 - d. Direct Mail
 - e. Television
10. What are the components of the social media engagement process?
- a. Listen, Analyze, Do
 - b. Engage, Experience, Analyze
 - c. Do, Analyze, Engage
 - d. Listen, Experience, Do
 - e. Listen, Engage, Experience
11. Which of the following is the correct sequence in carrying out a social media marketing campaign?
- a. Identify strategies and goals, Campaign: Experiment and engage, Allocate budget, Identify a target audience, Monitor and change
 - b. Identify a target audience, Identify strategies and goals, Allocate budget, Campaign: Experiment and engage, Monitor and change
 - c. Identify strategies and goals, Allocate budget, Identify a target audience, Campaign: Experiment and engage, Monitor and change
 - d. Identify strategies and goals, Identify a target audience, Campaign: Experiment and engage, Allocate budget, Monitor and change
 - e. Allocate budget, Identify strategies and goals, Identify a target audience, Campaign: Experiment and engage, Monitor and change
12. "30% of a website's visitors leave the website immediately after visiting the homepage." What is this statistic measuring?
- a. Page views
 - b. Bounce rate
 - c. Click paths
 - d. Conversion rates
 - e. Keyword analysis

Chapter 4

13. Which of these is not a step in an Ethical Decision Making Process?
- Identify Issue
 - Gather information
 - Brainstorm options
 - Choose a course of action
 - Pay off the government
14. Which of these is an example of good business ethics?
- Using child-labor to make products cheaper
 - Putting toxins into chocolate milk to make it taste better
 - Giving away customers information with their express written consent
 - Tax evasion to maintain higher profits for a company
15. Which of these is not part of the ethical climate in a company?
- Deceptive advertising
 - The law
 - Personal moral code
 - company code of conduct
16. Which of these is not an example of an ethical dilemma?
- Real promotion vs deceptive advertising
 - Profit vs user privacy
 - Environmental vs increasing production
 - Choosing a social media platform

Chapter 5

17. What are the components of the immediate marketing environment?
- Company, Competition and Corporate partners
 - Company, Corporate Culture and Consumer Values
 - Competition, Consumer Values and Corporate partners
 - Company, Corporate partners and Consumer Values
18. Which of the following is NOT part of the macro marketing environment?
- Culture
 - Social
 - Technological
 - Advertising
19. What is NOT one of the ways technology impacted marketing?
- New products

- b) New ways of delivery
 - c) New retail channels
 - d) New forms of communication
20. When it comes to marketing environment, what are companies aiming to do to be successful?
- a) Sell more products, minimize production costs, and maximize profit
 - b) Adjust video advertising tactics to better fit the target market
 - c) Increase promotion programs to increase customer loyalty
 - d) Respond quickly, accurately and sensitively to customer wants and needs

Chapter 6

21. Which one is not one of the main four factors in the Consumer Decision Process?
- a. Marketing mix
 - b. Psychological factors
 - c. Environmental factors
 - d. Situational factors
22. What does conversion rate mean?
- a) The rate of products go out of stock.
 - b) How well they have converted purchase intentions to online purchase.
 - c) The rate of satisfied customers become loyal and purchase again.
 - d) How well they have converted purchase intentions to purchase.
23. Which of the following is not an actual/perceived risk when a consumer searches for information regarding a purchase?
- a) Performance risk
 - b) Financial risk
 - c) Personal risk
 - d) Social risk
24. Which of the following does a company NOT want to do after a someone buys their product?
- a) Gain loyal customers
 - b) Get bad reviews
 - c) Gain feedback
 - d) Have their company spread through word of mouth
25. What kind of product would constitute a functional need?
- a) Charmin Toilet Paper
 - b) A Nerf Adventure Force Powerfire Blaster

- c) A Macbook computer
- d) Yeezy shoes

Chapter 7

26. What is the role of a reseller?
- a) Sells goods at the flea market.
 - b) Market Intermediaries.
 - c) Manufacturers who buy products and significantly alter their form.
 - d) The segment of the B2B market that buys material to make and market its own products.
27. What is a business to business marketing?
- a) Spotify.
 - b) When consumers sell to consumers.
 - c) When businesses fail to market their goods.
 - d) The process of buying and selling goods or services to be used in the production of other goods and services, for the consumption.
28. Of the following, who DOES NOT participate in B2B marketing?
- a) Retailers.
 - b) Consumers.
 - c) Manufacturers.
 - d) Resellers
29. Pear buys OLED screens from Zamzung. Is this B2B marketing?
- a) Yes.
 - b) No.
 - c) Zaumzung is the wrong name.
 - d) Apple should be called Pear.

Chapter 9

30. Which of the following lists examples of sample segments that would be produced by using psychographic segmentation?
- a) North America, South America, and Asia
 - b) Age, gender, and income
 - c) Convenience, economy, and prestige
 - d) Lifestyle and personal values
 - e) Occasion and loyalty
31. In evaluating segment attractiveness, which is not an important factor to take into consideration?
- a) Substantial

- b) Reachable
 - c) Comprehensive
 - d) Profitable
 - e) Responsive
32. In the B2B environment, what does derived demand mean?
- a) The demand of the business's product
 - b) Supply and Demand intersection point for price and quantity supplied of a product.
 - c) The notion that B2B capital demand depends on consumer demand for the B2C product.
 - d) When a business creates demand for a product through a variety of marketing strategies.
33. Which of the following displays, in two or more dimensions, the position of products or brands in the consumer's mind.
- a) The value proposition
 - b) Perceptual map
 - c) Consumer preferences
 - d) Behavioral segmentation

Chapter 10

34. What type of data does experimental testing provide?
- a) Qualitative
 - b) Quantitative
 - c) Both
 - d) Neither
35. What are the characteristics of secondary, internal data?
- a) It already exists, not specific to the study, collected inside the company
 - b) It has to be collected for the study, does not yet exist, collected inside the company
 - c) It already exists, not specific to the study, collected from sources outside the company
 - d) It does not yet exist, specific to the study, collected from sources outside the company
36. Which of the following is not an example of quantitative research?
- a) Experiments
 - b) Scanner data

- c) Panel data
 - d) Online communities
37. What is the order of the different phases of the data marketing research process?
- a) collecting data, implementation, define objectives, analyzing
 - b) define objectives, analyzing, collecting data, implementation
 - c) collecting data, analyzing, implementation, define objectives
 - d) define objectives, collecting data, analyzing, implementation
38. Apple, wanting to know if customers are satisfied by their interactions with employees, creates and offers to its customers the possibility to complete a survey about customer service for an additional 10% discount on their purchases. Which kind of data will the survey be:
- a) qualitative, primary, internal
 - b) qualitative, secondary, internal
 - c) quantitative, primary, internal
 - d) quantitative, secondary, external