

Chapter 1

1. A marketing mix includes:
 - a) Plan
 - b) Production
 - c) Place
 - d) Performance

2. Which of the following is NOT a characteristic of marketing?
 - a) Helps create value
 - b) Is about satisfying consumer needs
 - c) Entails an exchange
 - d) Performed only by organizations

3. Which of the following statements is true?
 - a) Marketing and advertising are the same thing.
 - b) Marketing is different than advertising
 - c) Marketing is all about profits
 - d) Marketing does not entail an exchange

4. What does CRM stand for?
 - a) Customer Relationship Management
 - b) Consumer Research Management
 - c) Consumer Reaction Marketing
 - d) Customer Risk Management

Chapter 2

5. What are the components of customer value for a competitive advantage?
 - a) Product, Price, Promotion, Place
 - b) Customer, Operational, Product, Locational excellence
 - c) Strengths, Weaknesses, Opportunities, Threats
 - d) Customer, Retailer, Product, Price excellence

6. A marketing strategy identifies which of the following?
 - a) A firm's target market
 - b) A related marketing mix
 - c) Bases on which to build a sustainable competitive advantage
 - d) All of the above

7. STP stands for:
 - a) Standard Temperature and Pressure

- b) Strengths, Timing, Product
 - c) Segmentation, Targeting, Positioning
 - d) Sales, Teams, Placement
8. Marketing Development is a combination of:
- a) New Market and Existing Product
 - b) New Market and New Product
 - c) Existing Market and Existing Product
 - d) Existing Market and New Product

Chapter 3

1. What is the cheapest way to advertise?
- a) Billboards
 - b) Social Media
 - c) Magazines
 - d) Direct Mail
 - e) Television
9. Which of the following is not part of the 4E social media framework?
- a) Excite
 - b) Educate
 - c) Experience
 - d) Engage
 - e) Enjoy
10. What is a conversion rate?
- a) A measure that indicates what percentage of visitors or potential customers act as the marketer hopes whether by clicking, buying, or donating
 - b) Shows how users proceed through the information on a website
 - c) The number of times an internet page gets viewed by any visitor
 - d) The percentage of times a visitor leaves the website almost immediately
11. Which of the following order is correct when creating a social media marketing campaign?
- a) Develop budget, identify strategy and goals, identify target audience, campaign: experiment and engage, monitor and change
 - b) Identify strategy and goals, identify target audience, campaign: experiment and engage, develop budget, monitor and change
 - c) Campaign: experiment and engage, develop budget, identify strategy and goals, identify target audience, monitor and change
 - d) Monitor and change, identify target audience, identify strategy and goals, campaign: experiment and engage, develop budget

Chapter 4

12. What is NOT one way to create an ethical climate in the workplace?
- a) Establish values
 - b) Management commitment to rules
 - c) Give marketing team unlimited power to make decisions
 - d) Rewards and punishment controls
13. Which of the following deal with marketing ethics?
- a) Profit vs Privacy Use
 - b) Environment vs Increase Production
 - c) Deceptive Advertising vs Real Promotion
 - d) All of the above
14. Which of the following are ethical dilemmas?
- a) Airbnb's consumer base is primarily white
 - b) Uber's waiting time for African Americans are longer
 - c) Reebok's new shoes make a "better butt"
 - d) All of the above
15. How can poor ethics have an impact on the firm?
- a) Create a negative reputation
 - b) Can leave out various demographics from wanting to purchase the product/service
 - c) Current consumers switch brands
 - d) All of the above
16. Which of the following is not a consideration in creating an ethical climate in the workplace?
- a) The Law
 - b) Company code of conduct
 - c) Your personal conduct code
 - d) Other companies' conduct codes
17. What is the generally accepted code in marketing?
- a) American Marketing Code of Ethics
 - b) Universal Marketing League's Ethics Guide
 - c) Moms in Marketing's Ethics Requests
 - d) National Marketing Association's Ethical Guide to Marketing

Chapter 5

18. The following factors all affect consumers' immediate environment **EXCEPT**:
- a) Company
 - b) Economy
 - c) Competition
 - d) Corporate partners
19. Which of the following is **NOT** a macroenvironmental factor?
- a) Demographics
 - b) Social trends
 - c) Culture
 - d) Competition
 - e) Economic situation
20. Millennials are also known as _____?
- a) Baby Boomers
 - b) Gen X
 - c) Gen Y
 - d) Gen Z
21. Some _____ shape consumer values and shopping behavior, such as health and wellness concerns.
- a) Environments
 - b) Social trends
 - c) Beliefs
 - d) Markets

Chapter 6

2. 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
3. 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.

4. 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
5. 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

Chapter 7

22. What is the distinction between B2B and B2C marketing?
- a) Product or service itself
 - b) Final use of product or service
 - c) B2B is for final sale, B2C is for retail
 - d) B2B is more informal than B2C
23. Which of these is NOT considered B2B marketing?
- a) Government
 - b) Manufacturers
 - c) Restaurants
 - d) Resellers
24. Which of the following is not true of government
- a) It is classified as an institution in B2B
 - b) The U.S. government spends \$3.7 trillion on goods per year
 - c) There are firms that specialize in selling to government
 - d) None of the above
25. Which of the following is a reseller?
- a) Costco
 - b) SoulCycle
 - c) Supreme
 - d) Nike

Chapter 9

26. Which of the following is NOT a Segmentation method?

- a) Geographic
 - b) Demographic
 - c) Behavioral
 - d) Racial
 - e) Benefits
27. Which of the following is not one of the steps of STP?
- a) Segmentation methods
 - b) Evaluate segment attractiveness
 - c) Identify and develop positioning strategy
 - d) Information search
 - e) Select target market
28. What are the different targeting strategies?
- a) Undifferentiated, Differentiated, Concentrated, Micromarketing
 - b) Market penetration, product development, market development, diversification
 - c) SWOT
 - d) All of the above
29. Which of the following is NOT part of the demographic segmentation method?
- a) Age
 - b) Interests/likes
 - c) Gender
 - d) Income
 - e) Ethnicity

Chapter 10

30. What type of data does experimental testing provide?
- a) Qualitative
 - b) Quantitative
 - c) Both
 - d) Neither
31. 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

32. Which of the following is not an example of quantitative research?

- a) Experiments
- b) Scanner data
- c) Panel data
- d) Online communities

33. 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