Package Title: Clickers

Course Title: Boone, Kurtz, Khan, Canzer, Contemporary Business, Third Canadian Edition

Chapter Number: 11

Question type: Multiple Choice

1) Which one of the following measures would **not** apply to demographic segmentation?

a) Gender

b) Income

c) Location

d) Occupation

Answer: c

2) Marketing creates the function of utility by all of the following except

a) Time.

b) Place.

c) Ownership.

d) Entrepreneurship.

Answer: d

3) In the consumer behaviour process, when the customer evaluates the purchase experience, he or she is at which step?

a) Recognition of a problem or opportunity

b) Evaluation of alternatives

c) Purchase act

d) Postpurchase evaluation

Answer: d

4) Which plan below outlines its marketing strategy and includes information about the target market, sales and revenue goals, the marketing budget, and the timing for implementing the elements of the marketing mix?

a) Marketing plan

b) Environmental plan

c) Financial plan

d) Customer-oriented plan

Answer: a

5) Which one of the following eras in the history of marketing is represented by the remark, “A good product will sell itself”?

a) Relationship era

b) Marketing era

c) Production era

d) Sales era

Answer: c

6) The Marketing Mix consists of all the following except

a) Product.

b) Target.

c) Price.

d) Place.

Answer: b

7) When a for-profit company contributes to its community by joining forces with charities and causes to provide financial resources, marketing resources, and human resources, it can be said this company is engaging in:

a) Cause marketing

b) Organization marketing

c) Person marketing

d) Event marketing

Answer: a

8) \_\_\_\_\_\_\_\_\_\_is the process of collecting and evaluating information to help marketers make effective decisions.

a) Marketing research

b) Distribution strategy

c) Cause marketing

d) Segmenting

Answer: a

9) Utility is the ability of a good or service to satisfy the wants and needs of customers. When the marketing function makes a good or service available when customers want to purchase it, this is referred to as:

a) Place utility

b) Time utility

c) Ownership utility

d) Form utility

Answer: b

10) \_\_\_\_\_\_\_\_\_\_includes individual needs and motives, perceptions, attitudes, learned experiences, and self-concept.

a) Buying behavior

b) Consumer behavior

c) Relationship marketing

d) Psychological behavior

Answer: b

11) Which one of the following statements concerning the marketing concept is INCORRECT?

a) It refers to a companywide customer focus

b) Its goal is long-term success

c) It can best be explained by the shift from a buyer’s market to a seller’s market

d) It reflects the fact that companies are now forced to satisfy customers rather than just producing and selling goods and services

Answer: c

12) Which one of the following statements concerning not-for-profit marketing is CORRECT?

a) Canada lags the world in contributions to its gross domestic profit by not-for-profit organizations.

b) Not-for-profit organizations operate in only the public sector.

c) The primary goal for not-for-profit organizations is to ensure they earn funds beyond their expenses.

d) Canada’s 160,000-plus not-for-profit organizations employ more than 2 million people.

Answer: d

13) Which one of the following is NOT a criterion for market segmentation?

a) A segment must be a measurable group

b) A segment must not be used by a competitor

c) A segment must be accessible for communication

d) A segment must be large enough to offer profit potential

Answer: b

14) Focusing on the precise way a B2B purchaser will use a product exemplifies:

a) Geographic segmentation

b) Customer-based segmentation

c) Product-related segmentation

d) End-use segmentation

Answer: d

15) Which one of the following statements concerning long-term customers is TRUE?

a) It is cheaper to keep an existing customer that to attract a new one.

b) Long-term customers increase marketing costs.

c) Long-term customers buy less.

d) Long-term customers require more service.

Answer: a