Package Title: Practice

Course Title: Boone, Contemporary Business, Third Canadian Edition

Chapter Number: 11

Shuffle: No

Question type: Multiple Choice

1) Marketing creates all of the following types of utility **except \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

a) form

b) time

c) place

d) ownership

Answer: a

Difficulty: Easy

Learning Objective 1: LO11.1 Explain what marketing is and how it creates utility.

AACSB: Communication

Section Reference 1: What is Marketing?

Bloom’s Taxonomy: Knowledge

2) The best marketers not only give consumers what they want but\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) offer the lowest prices

b) create form utility

c) anticipate needs before those needs surface

d) sell items that are not needed

Answer: c

Difficulty: Medium

Learning Objective 1: LO11.1 Explain what marketing is and how it creates utility.

Section Reference 1: What is Marketing?

Bloom’s Taxonomy: Knowledge

3) Which of the following is an example of ownership utility?

a) A convenience store stays open 24 hours a day, seven days a week.

b) The bank is located across the street from the largest employer in town.

c) A restaurant allows customers to create their own menu combinations.

d) The furniture store offers 90-days-same-as-cash financing to qualified buyers.

Answer: d

Difficulty: Hard

Learning Objective 1: LO11.1 Explain what marketing is and how it creates utility.

Section Reference 1: What is Marketing?

Bloom’s Taxonomy: Application

AACSB: Analytic

4) Marketing creates the function of utility by all of the following **except \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

a) time

b) place

c) ownership

d) entrepreneurship

Answer: d

Difficulty: Medium

Learning Objective 1: LO11.1 Explain what marketing is and how it creates utility.

Section Reference 1: What is Marketing?

Bloom’s Taxonomy: Knowledge

AACSB: Analytic

5) \_\_\_\_\_\_\_\_\_\_is the power of a good or service to satisfy a want or need.

a) Utility

b) Exchange

c) Marketing

d) Barter

Answer: a

Difficulty: Easy

Learning Objective 1: LO11.1 Explain what marketing is and how it creates utility.

Section Reference 1: What is Marketing?

Bloom’s Taxonomy: Knowledge

AACSB: Communication

6) The exchange process is activity in which two or more parties give something of value to each other to

a) make the best deal.

b) satisfy perceived needs.

c) maintain client relationship.

d) market products.

Answer: b

Difficulty: Easy

Learning Objective 1: LO11.1 Explain what marketing is and how it creates utility.

Section Reference 1: What is Marketing?

Bloom’s Taxonomy: Knowledge

AACSB: Communication

7) When two or more parties benefit from trading things of value, they have entered into a(n)\_\_\_\_\_\_\_\_\_\_\_\_\_\_ process.

a) conversion

b) exchange

c) critical

d) production

Answer: b

Difficulty: Medium

Learning Objective 1: LO11.1 Explain what marketing is and how it creates utility.

Section Reference 1: What is Marketing?

Bloom’s Taxonomy: Knowledge

AACSB: Communication

8) Which era below emphasizes customer satisfaction and building long-term business relationships?

a) marketing era

b) production era

c) relationship era

d) selling era

Answer: c

Difficulty: Easy

Learning Objective 1: LO11.2 Discuss the evolution of the marketing concept.

Section Reference 1: Evolution of the Marketing Concept

Bloom’s Taxonomy: Knowledge

AACSB: Communication

9) The era in marketing history that believed creative advertising and selling would overcome consumers’ resistance is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) production

b) sales

c) marketing

d) relationship

Answer: b

Difficulty: Easy

Learning Objective 1: LO11.2 Discuss the evolution of the marketing concept.

Section Reference 1: Evolution of the Marketing Concept

Bloom’s Taxonomy: Comprehension

AACXB: Communication

10) The marketing concept \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) refers to a companywide customer orientation

b) is ineffective in the age of Internet transactions

c) focuses on producing products at a reasonable cost in large batches

d) works best during a seller’s market

Answer: a

Difficulty: Easy

Learning Objective 1: LO11.2 Discuss the evolution of the marketing concept.

Section Reference 1: Evolution of the Marketing Concept

Bloom’s Taxonomy: Knowledge

AASCB: Communication

11) A market with a shortage of goods is referred to as a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) seller’s market

b) high demand market

c) economic recession market

d) problem market

Answer: a

Difficulty: Medium

Learning Objective 1: LO11.2 Discuss the evolution of the marketing concept.

Section Reference 1: Evolution of the Marketing Concept

Blooms Taxonomy: Knowledge

ACCSB: Analytic

12) Which of the following nontraditional marketing forms would focus on a political candidate’s campaign?

a) event

b) cause

c) person

d) organization

Answer: c

Difficulty: Medium

Learning Objective 1: LO11.3 Describe not‐for‐profit marketing and non-traditional marketing.

Section Reference 1: Not-For-Profit and Nontraditional Marketing

Bloom’s Taxonomy: Application

AACSB: Analytic

13) AT&T ensured a full crowd of spectators by signing Tiger Woods to host its AT&T National golf tournament, which also honoured U.S. military members. Which one of the nontraditional categories applies below?

a) cause marketing

b) place marketing

c) person marketing

d) organization marketing

Answer: c

Difficulty: Medium

Learning Objective 1: LO11.3 Describe not‐for‐profit marketing and non-traditional marketing.

Section Reference 1: Not-For-Profit and Nontraditional Marketing

Bloom’s Taxonomy: Application

AASCB: Analytic

14) Marketing the Special Olympics combines \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) person marketing and event marketing

b) place marketing and event marketing

c) cause marketing and person marketing

d) organization marketing and cause marketing

Answer: b

Difficulty: Medium

Learning Objective 1: LO11.3 Describe not‐for‐profit marketing and non-traditional marketing.

Section Reference 1: Not-For-Profit and Nontraditional Marketing

Bloom’s Taxonomy: Application

AASCB: Analytic

15) Marketing that promotes awareness of a social issue or raises money for a social issue, such as alcohol abuse or childhood obesity, is referred to as

a) cause marketing.

b) place marketing.

c) person marketing.

d) organization marketing.

Answer: a

Difficulty: Medium

Learning Objective 1: LO11.3 Describe not‐for‐profit marketing and non-traditional marketing.

Section Reference 1: Not-For-Profit and Nontraditional Marketing

Bloom’s Taxonomy: Comprehension

AACSB: Communiction

16) Marketing that a college or university uses is referred to as\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) cause marketing.

b) place marketing.

c) person marketing.

d) organization marketing.

Answer: d

Difficulty: Medium

Learning Objective 1: LO11.3 Describe not‐for‐profit marketing and non-traditional marketing.

Section Reference 1: Not-For-Profit and Nontraditional Marketing

Bloom’s Taxonomy: Application

AASCB: Communication

Question type: True/False

17) Not-for-profit organizations operate in both the public and private sector.

Answer: True

Difficulty: Medium

Learning Objective 1: LO11.3 Describe not‐for‐profit marketing and non-traditional marketing.

Section Reference 1: Not-For-Profit and Nontraditional Marketing

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

Question type: Multiple Choice

18) 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) business plan

c) strategic plan

d) customer plan

Answer: a

Difficulty: Medium

Learning Objective 1: LO11.4 Outline the basic steps in developing a marketing strategy.

Section Reference 1: Developing a Marketing Strategy

Bloom’s Taxonomy: Knowledge

AASCB: Communication

19) Which of the following is a goods or services purchased to be used, either directly or indirectly, in the production of other goods for resale?

a) intermediary product

b) raw material

c) consumer (B2C) product

d) business (B2B) product

Answer: d

Difficulty: Medium

Learning Objective 1: LO11.4 Outline the basic steps in developing a marketing strategy.

Section Reference 1: Developing a Marketing Strategy

Bloom’s Taxonomy: Knowledge

AASCB: Communication

20) Which of the following is a group of people that an organization markets its goods, services, or ideas toward, using a strategy designed to satisfy this group’s specific needs and preferences?

a) target market

b) customer market

c) market segment

d) business market

Answer: a

Difficulty: Medium

Learning Objective 1: LO11.4 Outline the basic steps in developing a marketing strategy.

Section Reference 1: Developing a Marketing Strategy

Bloom’s Taxonomy: Knowledge

AASCB: Communication

21) Which of the following is **not** part of the marketing mix?

a) production

b) price

c) distribution

d) promotion

Answer: a

Difficulty: Medium

Learning Objective 1: LO11.4 Outline the basic steps in developing a marketing strategy.

Section Reference 1: Developing a Marketing Strategy

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

22) The marketing mix consists of all the following **except \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

a) product

b) target market

c) price

d) place

Answer: b

Difficulty: Medium

Learning Objective 1: LO11.4 Outline the basic steps in developing a marketing strategy.

Section Reference 1: Developing a Marketing Strategy

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

23) The use of regional warehouses by big box retailers is a part of their \_\_\_\_\_\_\_\_\_\_\_\_ strategy.

a) distribution

b) quantity

c) pricing

d) promotional

Answer: a

Difficulty: Medium

Learning Objective 1: LO11.4 Outline the basic steps in developing a marketing strategy.

Section Reference 1: Developing a Marketing Strategy

Bloom’s Taxonomy: Application

AASCB: Communication

24) Which strategy below includes decisions about package design, brand names, trademarks, warranties, product image, new-product development, and customer service?

a) distribution strategy

b) promotional strategy

c) product strategy

d) pricing strategy

Answer: c

Difficulty: Medium

Learning Objective 1: LO11.4 Outline the basic steps in developing a marketing strategy.

Section Reference 1: Developing a Marketing Strategy

Bloom’s Taxonomy: Knowledge

AASCB: Communication

25) Which strategy below effectively blends advertising, personal selling, sales promotion, and public relations to achieve its goals of informing, persuading, and influencing purchase decisions?

a) distribution strategy

b) promotional strategy

c) product strategy

d) pricing strategy

Answer: b

Difficulty: Medium

Learning Objective 1: LO11.4 Outline the basic steps in developing a marketing strategy.

Section Reference 1: Developing a Marketing Strategy

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

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

a) Marketing research

b) Secondary data research

c) Data mining

d) Business intelligence

Answer: a

Difficulty: Easy

Learning Objective 1: LO11.5 Describe the marketing research function.

Section Reference 1: Marketing Research

Bloom’s Taxonomy: Knowledge

AASCB: Communication

Question type: True/False

27) Use of primary data in market research is much more cost effective and easier to obtain.

Answer: False

Difficulty: Easy

Learning Objective 1: LO11.5 Describe the marketing research function.

Section Reference 1: Marketing Research

Bloom’s Taxonomy: Comprehension

AASCB: Analytic

Question type: Multiple Choice

28) The Census Bureau is a major source of \_\_\_\_\_\_ for marketers.

a) primary data

b) internal data

c) secondary data

d) proprietary data

Answer: c

Difficulty: Medium

Learning Objective 1: LO11.5 Describe the marketing research function.

Section Reference 1: Marketing Research

Bloom’s Taxonomy: Comprehension

AASCB: Analytic

29) A field of research that uses activities and technologies for gathering, storing, and analyzing data to make better competitive decisions.

a) data warehousing

b) data mining

c) business intelligence

d) data analysis

Answer: c

Difficulty: Medium

Learning Objective 1: LO11.5 Describe the marketing research function.

Section Reference 1: Marketing Research

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

30) \_\_\_\_\_\_\_\_\_\_\_\_ is part of the broader field of business intelligence, which is the task of using computer-based technology to evaluate data in a database and identify useful trends.

a) Data warehousing

b) Data mining

c) Segmentation

d) Data analysis

Answer: b

Difficulty: Medium

Learning Objective 1: LO11.5 Describe the marketing research function.

Section Reference 1: Marketing Research

Bloom’s Taxonomy: Knowledge

AASCB: Technology

31) The most common form of market segmentation is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) geographic.

b) product-related.

c) demographic.

d) psychographic.

Answer: c

Difficulty: Medium

Learning Objective 1: LO11.6 Discuss the methods used to segment consumer and business markets.

Section Reference 1: Market Segmentation

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

32) Tom Colicchio, a successful restaurateur and judge on the reality series *Top Chef*, discovered that service preferences are different in North America than in his country of Italy. His product should be segmented based on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) demographics

b) geography

c) product use

d) psychographics

Answer: b

Difficulty: Hard

Learning Objective 1: LO11.6 Discuss the methods used to segment consumer and business markets.

Section Reference 1: Market Segmentation

Bloom’s Taxonomy: Application

AASCB: Analytic

33) Which of the following is **not** a typical method of segmenting B2B markets?

a) psychographic

b) demographic

c) end-use

d) geographic

Answer: a

Difficulty: Medium

Learning Objective 1: LO11.6 Discuss the methods used to segment consumer and business markets.

Section Reference 1: Market Segmentation

Bloom’s Taxonomy: Comprehension

AASCB: Analytic

Question type: True/False

34) The demographic method of segmenting the market is concerned with region, population, and density.

Answer: False

Difficulty: Medium

Learning Objective 1: LO11.6 Discuss the methods used to segment consumer and business markets.

Section Reference 1: Market Segmentation

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

Question type: Multiple Choice

35) Daron’s washing machine has stopped working. He has looked at Consumer Reports, talked to friends and family, and gone to several retailers to look at new machines. This weekend he will sort through the information that he has already gathered. Daron is at what stage of the consumer buying process?

a) problem recognition

b) evaluation of alternatives

c) search

d) purchase decision

Answer: b

Difficulty: Hard

Learning Objective 1: LO11.7 Outline the determinants of consumer behaviour.

Section Reference 1: Consumer Behaviour

Bloom’s Taxonomy: Application

AASCB: Communication

36) Marketers can influence the consumer behaviour process \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) during the problem recognition stage

b) when the customer is looking for information

c) immediately before the purchase act

d) at every step along the way

Answer: d

Difficulty: Hard

Learning Objective 1: LO11.7 Outline the determinants of consumer behaviour.

Section Reference 1: Consumer Behaviour

Bloom’s Taxonomy: Comprehension

AASCB: Analytic

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

a) Buying behaviour

b) Consumer behaviour

c) Relationship marketing

d) Psychological behaviour

Answer: b

Difficulty: Easy

Learning Objective 1: LO11.7 Outline the determinants of consumer behaviour.

Section Reference 1: Consumer Behaviour

Bloom’s Taxonomy: Knowledge

AASCB: Communication

38) The interpersonal determinants of consumer behaviour include all of the following **except\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

a) cultural influences

b) social influences

c) family influences

d) end-use influences

Answer: d

Difficulty: Medium

Learning Objective 1: LO11.7 Outline the determinants of consumer behaviour.

Section Reference 1: Consumer Behaviour

Bloom’s Taxonomy: Knowledge

AASCB: Analytic

39) Long-term customers buy more, require less service, and provide valuable feedback to a marketer. These elements contribute to a high \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) propensity to consume

b) relationship

c) brand loyalty

d) lifetime value of a customer

Answer: d

Difficulty: Medium

Learning Objective 1: LO11.8 Discuss the benefits of, and tools for, relationship marketing.

Section Reference 1: Relationship Marketing

Bloom’s Taxonomy: Comprehension

AASCB: Analytic

40) Managing customer relationships instead of focusing on transactions \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) often leads to long-term, cost-effective exchange relationships

b) is time-consuming and of limited value

c) takes attention away from creating new products and services

d) requires added personnel and reduces organizational flexibility

Answer: a

Difficulty: Medium

Learning Objective 1: LO11.8 Discuss the benefits of, and tools for, relationship marketing.

Section Reference 1: Relationship Marketing

Bloom’s Taxonomy: Comprehension

AASCBN: Communication

41) The ultimate goal of relationship marketing is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) getting to know your customers

b) customer satisfaction

c) understanding customer wants and needs

d) obtaining a sale

Answer: b

Difficulty: Easy

Learning Objective 1: LO11.8 Discuss the benefits of, and tools for, relationship marketing.

Section Reference 1: Relationship Marketing

Bloom’s Taxonomy: Comprehension

AASCB: Communication