

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) City of Hamilton specifically targets each of the following segments except: 1) _____
 - A) tourists seeking travel with "foodie tours" based on local cuisine.
 - B) cancer survivors.
 - C) corporations seeking a lower cost city to conduct business in.
 - D) consumers looking for more affordable housing and shorter commute times.

- 2) Which of the following does not appear to be a consumer trend on which the City of Hamilton is capitalizing? 2) _____
 - A) customer desire to support local politicians.
 - B) customer desire to eat local and enjoy new food experiences.
 - C) customer desire to live closer to work and reduce commute times.
 - D) customer desire to find more affordable housing and quality of life.

- 3) Though the City of Hamilton was once a manufacturing town, while the steel plant remains, their intent is to continue economic viability through all of the following except: 3) _____
 - A) feature film production.
 - B) health care and scientific research.
 - C) international investment.
 - D) attracting business in web development and app development.

- 4) By definition, which of the following is not considered a marketing activity? 4) _____
 - A) creating offerings
 - B) delivering offerings
 - C) selling offerings
 - D) communicating offerings

- 5) Which of the following is NOT required for marketing to occur? 5) _____
 - A) a desire and ability on their part to be satisfied.
 - B) a way for the parties to communicate.
 - C) two or more parties (individuals or organizations) with unsatisfied needs.
 - D) unsatisfied needs that can only be satisfied by physical products, not services.

- 6) Marketing that is designed to influence the behaviour of individuals in which the benefits of the behaviour accrue to those individuals or to the society in general and not to the marketer is 6) _____
 - A) social marketing.
 - B) future marketing.
 - C) organizational marketing.
 - D) green marketing.

- 7) The Canadian Federal Government may be considered what type of marketing buyer? 7) _____
 A) ultimate buyer. B) government buyer.
 C) federal buyer. D) organizational buyer.
- 8) Effective marketing requires: 8) _____
 A) intimate knowledge and understanding of consumers and the marketplace.
 B) all departments within an organization to work together.
 C) selling unwanted things.
 D) good common sense.
- 9) Why did Hot Pockets Snackers fail? 9) _____
 A) Consumers could not tell the difference between Snackers and the original
 B) Consumer needs were not met
 C) The initial product launch had poor advertisements
 D) The target market was not accurately defined
- 10) Marketing refers to 10) _____
 A) the process of identifying the greatest number of target markets for a good or service.
 B) the production or provision of goods or services that will generate the highest return on investment.
 C) the strategies used in the advertising and promotion of goods and services.
 D) an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.
- 11) The Magic Widget Company trades ice cream scoops to the Cold Creamery Ice Cream Shop, which in turn trades boxes of ice cream back, as a result of the trade of things of value, each is better off after the trade; this is referred to as: 11) _____
 A) exchange B) acquisition C) utility D) consumerism
- 12) To serve both buyers and sellers, marketing seeks to create value through: 12) _____
 A) discovering the needs and wants of prospective customers and satisfying them.
 B) selling.
 C) exchange.
 D) advertising.
- 13) Ford Canada classifies a group of people with the desire and ability to buy their 2014 Ford explorer as: 13) _____
 A) Customers. B) Clients. C) Prospects. D) Markets.

- 14) The activity for creating, communicating, delivering, and exchanging offerings that benefit the organization, its stakeholders, and society at large is referred to as _____.
- A) Marketing B) Planning C) Selling D) Advertising
- 15) To serve both buyers and sellers, marketing seeks to discover the needs and wants of prospective customers and to:
- A) satisfy them. B) take advantage of them.
C) manipulate them. D) change them.
- 16) The Canadian Radio-Television Telecommunications Commission (CRTC) imposes new rules and policies related to wireless mobile phone contracts. This is an example of what type of environmental force?
- A) Regulatory B) Social C) Competitive D) Technological
- 17) Marketing occurs when the transaction takes place. Essential to this process is the idea of exchange. To marketing people, exchange refers to the:
- A) process whereby a buyer and seller trade something of value.
B) process of locating buyers and sellers.
C) place where people go to do business.
D) place where people return unwanted goods.
- 18) A local on-campus activity club uses Twitter to disseminate information about an upcoming social located at an on-campus pub, which marketing factor is this an example of?
- A) Social Media B) Communication
C) Promotion D) Place
- 19) In BC, there is a marketing campaign called WorkSafeBC designed to encourage young university and college students to keep safe in the workplace. After viewing various advertisements encouraging students to volunteer their time to give safety seminars, Thomas began paying closer attention to safety issues in his chemistry laboratories at university and decided to volunteer his time to get involved in delivering these safety seminars across campus. He felt personally satisfied that he was giving something back to his university. Was this a marketing exchange?
- A) no, because no money was exchanged.
B) yes, because the BC government ran an advertisement.
C) yes, because Thomas' volunteer time and efforts were exchanged for a feeling of satisfaction.
D) no, because the seller is a non-profit organization.

- 20) A church has put advertisements in its weekly bulletins to encourage members of the church to participate in the services by reading. Jack volunteered and read during a service. He felt satisfied and felt he was contributing to his church. Was this a marketing exchange? 20) _____
- A) no, because no money was exchanged.
 - B) yes, because the church ran an advertisement.
 - C) no, because the church is a non-profit organization.
 - D) yes, because reading at the service was exchanged for a feeling of satisfaction.
- 21) A local furniture manufacturer purchases rough-cut wood to refine and build into furniture for resale, the manufacturer is known as: 21) _____
- A) organizational buyers
 - B) end-consumer buyer
 - C) original equipment manufacturer
 - D) middle-consumer
- 22) Timothy is an employee at Wally's Sporting Goods. He is responsible for facilitating relationships, partnerships, and alliances with the organization's customers, its shareholders (or often representatives of groups served by a non-profit organization), its suppliers, and other organizations. Timothy likely works in which department? 22) _____
- A) marketing
 - B) human resources
 - C) strategic relationships
 - D) business development
- 23) Which of the following statements about marketing departments is not true? 23) _____
- A) The marketing department must work closely with a network of other departments and employees to help provide the customer-satisfying products required for the organization to survive and prosper.
 - B) It is the responsibility of the marketing department to facilitate relationships with the organization's customers.
 - C) It is the responsibility of the marketing department to create partnerships with the organization's suppliers.
 - D) The marketing department is responsible for designing, creating, and building new products that satisfy the needs and wants of consumers.
- 24) Janelle works in the marketing department in a public organization in Iqaluit, Nunavut, whose responsibility is public safety. Which of the following statements is not true? 24) _____
- A) The marketing department works closely with other departments and employees to implement marketing activities.
 - B) Environmental factors affect marketing activities.
 - C) Marketing activities are not used in public organizations.
 - D) Marketing activities provide the customer-satisfying products required for the organization to survive and prosper.

- 25) The four outside stakeholder groups that exert important direct influences on an organization consist of: 25) _____
- A) other organizations, suppliers, shareholders (owners), and customers.
 - B) senior management, the legal department, the marketing department, and other employees of the organization.
 - C) competitors, industry trade associations, non-profit organizations, and governmental agencies.
 - D) politicians, regulators, minority groups, and consumer monitoring groups.
- 26) All of the below are conditions that are necessary for marketing to occur, except: 26) _____
- A) a way to communicate
 - B) two or more parties with unsatisfied needs
 - C) a physical location for an exchange to occur
 - D) something to exchange
- 27) Which of the following conditions must exist in order for marketing to occur? 27) _____
- A) two or more people, a product, a reasonable price, and a place to make an exchange
 - B) two or more people, a method of assessing needs, a way to communicate, and an exchange
 - C) two or more parties with unsatisfied needs, a desire to satisfy them, a satisfactory product, and something to exchange
 - D) two or more parties with unsatisfied needs, a desire and ability to satisfy them, a way to communicate, and something to exchange
- 28) Your father is tired of conventional light beers, and wants something different. Coincidentally, a newly-opened micro-brewery has begun distributing a new organic light beer through local beer stores and liquor stores and it is only slightly more expensive than conventional light beers. Which of the conditions needed for marketing to occur are described in this situation? 28) _____
- A) a physical location for an exchange to take place
 - B) two parties with unsatisfied needs
 - C) one-way communication
 - D) the creation of unrealized needs
- 29) The Shangri-La Hotel and Spa in Toronto is setting up a clinic where visiting clients can get a comprehensive physical while staying at the hotel and using the spa facilities. The largest anticipated issue is the possible unwillingness for people to go to doctors that they do not know. Marketing may fail to occur here because: 29) _____
- A) there is nothing to exchange.
 - B) two or more parties have unsatisfied needs.
 - C) there is no way for the parties involved to communicate.
 - D) there may be no desire on the part of the hotel/spa customer to satisfy this need.

- 30) Candidates are running for office and would very much like to have your vote. They all promise that they will "make the country better." You do not trust any politicians and decide not to vote at all. Marketing will not occur in this situation because: 30) _____
- A) the desire and ability to satisfy needs is missing.
 - B) there is no direct way for the parties to communicate.
 - C) something to exchange is missing.
 - D) marketing doesn't apply to the voting process.
- 31) A single parent would like to hire a nanny, but s/he cannot afford one. Marketing does not occur in this situation because: 31) _____
- A) two or more parties have unsatisfied needs.
 - B) there is no desire on the part of either party to satisfy the other.
 - C) there is no way to communicate.
 - D) one of the involved parties does not have the ability to satisfy the other.
- 32) Suppose you are a university student taking a full course load, working 15-20 hours per week, and finding it necessary to fund the majority of your tuition and living expenses with a student loan. However, you see an ad for a two-week all-inclusive 'young person' holiday package to a resort in the Caribbean and you would desperately like to purchase a ticket for this vacation. What factor is not likely to prevent you from engaging in a marketing transaction? 32) _____
- A) The promoters of this vacation package have been overwhelmed with responses to the ad and there is now a waiting list.
 - B) You do not have the time to get to the one travel agency in town that requires an appointment to be able to go through the booking process because of your class, work, and study schedule.
 - C) You do not have the resources to qualify for a \$3,000 personal loan in order to pay for the ticket.
 - D) Your parents are able to loan you the money.
- 33) In a free-enterprise society, the specific groups that benefit from effective marketing include all of the following EXCEPT: 33) _____
- A) society as a whole
 - B) organizations that sell
 - C) consumers who buy
 - D) the conjunction between these three
- 34) The Hotel Westcourt in Ottawa is next to Metrocentre, a vast shopping mall. The hotel wants to market its location and many other amenities to convention-goers from other provinces and states. What requirement will not be needed for marketing to occur? 34) _____
- A) desire and ability to satisfy unmet needs
 - B) ignoring communication with convention attendees
 - C) two or more parties with unsatisfied needs
 - D) something to exchange

- 35) A marketing student would like to buy a quad-bike, but he cannot afford one. Which of the following reasons explain why marketing fails to occur here? 35) _____
- A) two or more parties with unsatisfied needs
 - B) a desire on the part of each to satisfy the other
 - C) an ability on the part of one party to satisfy the other
 - D) no assessments of consumer wants and needs
- 36) While shopping for back-to-school goods, you come across the following items, all of these are marketed except for: 36) _____
- A) Apple computers.
 - B) Nikon cameras.
 - C) Crest toothpaste.
 - D) Advice from TD Waterhouse
- 37) Brandy works at the marketing department for Apple Computers. The two central concerns of her marketing department are: 37) _____
- A) promotion and sales.
 - B) discovering and satisfying needs.
 - C) needs and wants.
 - D) maximizing an organization's sales and products.
- 38) An employee, Lindsey, works at Sanofi-Pasteur, a pharmaceutical company, in the marketing department. Her first task of marketing a potential new product is to: 38) _____
- A) discover the needs of consumers.
 - B) discover the needs of competitors.
 - C) satisfy the needs of regulators.
 - D) discover the needs of sellers.
- 39) Before any new start-up decides to offer a product, their first task is to address a gap in the market. This is often done by discovering consumer: 39) _____
- A) objectives.
 - B) diversity.
 - C) ability to pay.
 - D) needs.
- 40) The four controllable marketing mix factors include all of the following except: 40) _____
- A) Price.
 - B) Product.
 - C) Penetration.
 - D) Promotion.
- 41) Terence, an employee at a financial institution is designing a marketing program for their products and services. One or more specific groups of potential consumers toward which the financial institution directs its marketing program is known as a _____.
- A) marketing mix
 - B) target market
 - C) sub-market
 - D) generic market

- 42) Which of the following statement best defines needs and wants? 42) _____
- A) Wants are a subset of needs.
 - B) Needs occur when a person feels physiologically deprived of something like food, clothing, and shelter whereas wants are felt needs that are shaped by a person's knowledge, culture, or personality.
 - C) Needs affect marketing, but wants do not.
 - D) Wants occur when a person feels physiologically deprived of something, and needs are determined by a person's knowledge, culture, or personality.
- 43) A television advertisement shows several teenagers searching through a store drinks cooler for something to quench their thirst. The refrigerator offers the youngsters many alternatives - soft drinks, fruit drinks, sport drinks, and water. The ad, which shows the teens happily selecting a particular energy drink over all the other product offerings, appeals to the consumers' _____ for liquid and attempts to shape consumers' _____ for the advertised product. 43) _____
- A) wants; needs
 - B) preferences; needs
 - C) wants; preferences
 - D) needs; wants
- 44) Jo is eight years old and loves chocolate. Her mother will often give her some chocolate along with fresh fruit. To get more chocolate, she must eat her fresh fruit. In marketing terms, the chocolate is an example of a _____ because it is something she has learned to like. 44) _____
- A) preference
 - B) want
 - C) desire
 - D) need
- 45) Which of the following are marketed? 45) _____
- A) Services and ideas only.
 - B) Goods and services only.
 - C) Goods, services, and ideas.
 - D) Goods, services, ideas and experiences.
- 46) Clark works at a Yoga Studio, every Saturday he goes door-to-door marketing the Studio's services. His goal is to find people with both the desire and ability to purchase a monthly yoga pass. These people are referred to as a: 46) _____
- A) sales set
 - B) market
 - C) customer pool
 - D) customer base
- 47) The market for facial cosmetic surgery (which can cost between \$5,000 to \$10,000 for basic rhinoplasty to chin and cheek implants) is: 47) _____
- A) children with odd-shaped nostrils.
 - B) anyone that has ever had any cosmetic dentistry.
 - C) any adult who has the time, the money, and the desire to undergo the procedures.
 - D) all former boxers.

- 48) At a round-table marketing meeting for a food distributor, Kyle explains the most common meaning of a market to the new employees; his definition would be: 48) _____
- A) an open-air gathering of farmers selling their produce.
 - B) a particular line of products or specific line of merchandise for sale.
 - C) a group of companies that have goods for sale.
 - D) people with the desire and with the ability to buy a specific product.
- 49) Micromarketing, most commonly refers to individual organizations that: 49) _____
- A) directs and allocates resources to benefit customers
 - B) direct their efforts towards selling small things (like toasters)
 - C) direct their effort to selling in one local area (like a street block)
 - D) direct their effort to selling intangible services
- 50) Because the organization obviously cannot satisfy all consumer needs, it must concentrate its efforts on certain needs of a specific group of potential consumers. This is the _____. 50) _____
- A) tangent market
 - B) market aggregation
 - C) target market
 - D) mass market
- 51) Books and movies like the Twilight saga are designed to appeal to teens and young adults interested in vampire love stories. This is the _____ for these shows. 51) _____
- A) tangent market
 - B) mass market
 - C) market aggregation
 - D) target market
- 52) Dove Beauty Products directs the marketing program for its anti-aging skin serum to older individuals using in-store product placement. Dove considers this group of potential customers to be their: 52) _____
- A) focused market.
 - B) desired market.
 - C) target market.
 - D) baby-boomer demographic market.
- 53) Which of the following would be the BEST target market for tickets to the home games of the Ottawa Senators professional hockey team? 53) _____
- A) people in the Ottawa area with an interest in professional hockey.
 - B) all people in the greater Ottawa area.
 - C) all men in Ontario.
 - D) all people in Canada.
- 54) Which of the following is the BEST description of the target market for the latest Disney movie? 54) _____
- A) professionals who are parents of children between the ages of 3 and 12
 - B) people who collect Mickey Mouse memorabilia
 - C) everyone who likes movies
 - D) everyone who can afford to buy a movie ticket

- 55) Which of the following groups should be the LEAST likely target market for a company producing canned foods in single serving sizes? 55) _____
A) school kitchens B) single adults
C) campers D) senior citizens
- 56) Which of the following groups would be the most likely target market for a company manufacturing cufflinks? 56) _____
A) businessmen B) construction workers
C) postal workers D) police officers
- 57) A local university offers business courses for a specific target market composed of people who are currently working who want to take refresher courses or work toward further degrees. Which of the following would be the most effective way to communicate with the target market, bearing in mind that communication must be both effective and economical? 57) _____
A) advertise in the local newspaper.
B) distribute promotional materials during classes.
C) advertise on national television.
D) put announcements on campus bulletin boards.
- 58) Kim, the Chief Marketing Officer for Pepsi, considers the controllable factors - product, price, promotion, and place - as the company's: 58) _____
A) marketing concept. B) marketing program.
C) marketing mix factors. D) environmental factors.
- 59) The four Ps are commonly known as: 59) _____
A) the marketing mix or controllable factors.
B) the marketing mix or uncontrollable factors.
C) the environmental or uncontrollable factors.
D) the environmental or controllable factors.
- 60) The cluster of benefits that an organization promises customers to satisfy their needs is called: 60) _____
A) customer value clusters. B) customer satisfaction benefits.
C) customer promises. D) customer value proposition.
- 61) A new employee in the marketing department at BMW asks his manager to provide an executive summary of the controllable marketing mix factors for the BMW 6 Series Convertible that he will be working on. His manager gives him a puzzled look, and says: "At BMW, we refer to those factors as _____." 61) _____
A) the four Ps
B) the five Cs
C) macromarketing forces
D) the five external environmental forces

- 62) Calvin is creating the marketing mix for a new type of apple sauce. Which four Ps are the most important for him? 62) _____
- A) promotion, product, personnel, and place.
 - B) product, place, distribution, and advertising.
 - C) personnel, priorities, placement, and profits.
 - D) product, promotion, price, and place.
- 63) Thirkell Farms Gourmet Ice Cream Enhancer is the brand name for a mix designed for use in ice cream machines. The mixes are sold in 500 gram vacu-packs for \$5.99 plus postage. The products are only available through the mail. People learn about the product through word-of-mouth and through ice cream machine demonstrations the company's founder gives to groups in the area of Kingston where he lives. This is a description of the company's: 63) _____
- A) mission statement.
 - B) marketing mix.
 - C) market segmentation strategy.
 - D) action plan.
- 64) The owners of Authentic Indigenous Foods interviewed hundreds of native Canadians in order to identify recipes using the food products the company produces and markets. This statement deals with which part of the marketing mix? 64) _____
- A) promotion
 - B) price
 - C) place
 - D) product
- 65) Which element of the marketing mix is demonstrated when a company manufactures an electrolyte-rich recovery drink for post-workout consumption? 65) _____
- A) place
 - B) price
 - C) product
 - D) production
- 66) The owners of Authentic Indigenous Foods interviewed hundreds of native Canadians in order to identify recipes using the food products the company produces and markets. Which marketing mix element would make the owners eager to be featured in an upcoming edition of *Taste of Home* magazine? 66) _____
- A) product
 - B) place
 - C) promotion
 - D) price
- 67) Michael's Craft Store places an advertisement on the banner of the website Etsy. Which element of the marketing mix is demonstrated? 67) _____
- A) product.
 - B) price.
 - C) place.
 - D) promotion.
- 68) The element of the marketing mix demonstrated when an art gallery suggests a \$2.00 donation at the door is: 68) _____
- A) price.
 - B) product.
 - C) promotion.
 - D) place.
- 69) To attend an outdoor summer concert festival presented by local musicians, every person attending had to donate one non-perishable food item at the entrance to the location. This statement is most closely related to the _____ element of the market mix. 69) _____
- A) price
 - B) promotion
 - C) process
 - D) product

- 70) An advertising company includes flyers in the next round of mail that Canada Post delivers. Some people receive their mail directly at their house in their mailbox; other residents have to pick up their mail from a central location. This pick-up location demonstrates which aspect of the marketing mix? 70) _____
 A) price. B) product. C) promotion. D) place.
- 71) Japan has the highest concentration of vending machines anywhere in the world, ranging from hot food, to beer, to video games, to other electronics. It may be a safe assumption that having a focus on THIS element of the marketing mix is important to marketers in Japan. 71) _____
 A) promotion B) product C) place D) price
- 72) Forces that are largely beyond the control of the marketing department and its organization are called: 72) _____
 A) environmental factors. B) the four Ps.
 C) the marketing mix. D) controllable factors.
- 73) Which of the following is not considered one of the five major environmental factors in marketing? 73) _____
 A) technologic B) consumer C) social D) competitive
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- 74) Which of the following statements about environmental factors is not true? 74) _____
 A) Environmental factors include social, economic, technological, competitive, and regulatory forces.
 B) Environmental factors may restrict an organization's opportunities.
 C) Environmental factors are also called controllable factors.
 D) Environmental factors may enhance an organization's opportunities.
- 75) Which of the following statements describes an environmental factor? 75) _____
 A) Several provinces have legislation requiring children under four to use car seats.
 B) A car battery comes with a lifetime guarantee.
 C) Tupperware has more than 200,000 independent contractor dealers who market its entire product line.
 D) An automobile offers a \$500.00 rebate.
- 76) Which of the following environmental factor(s) could have caused Toyota to decide to build a manufacturing plant in Canada instead of continuing to export their cars from Japan? 76) _____
 A) a growing trend in Canada to "Buy Canadian"
 B) a rise in the value of the Canadian dollar relative to the Japanese yen
 C) the failure of Honda in manufacturing Accords in Alliston, Ontario
 D) decreased pressure from auto makers on the government for more restrictive quotas on Japanese car imports

- 77) Government legislation restricting Internet alcohol sales would affect online sellers such as Virtual Vineyards. For Virtual Vineyards, this legislation would be an example of a(n) _____ factor. 77) _____
- A) price
B) environmental
C) promotional
D) process
- 78) After years of resistance, the People's Republic of China finally allowed Coca-Cola to import soft drinks into the country. The import restriction was an example of what is called in marketing an uncontrollable or _____ factor because it relates to forces outside the marketing company. 78) _____
- A) environmental
B) epistemological
C) heuristic
D) technological
- 79) Which of the following statements about environmental forces is most accurate? 79) _____
- A) Although many consider environmental forces a negative impact on a firm's marketing plans, some environmental forces can actually enhance a firm's marketing opportunities.
B) Environmental forces are almost always controllable if the marketing department properly balances its marketing mix.
C) Organizations that use the marketing concept can exert just as much influence on environmental forces as environmental forces can exert on an organization.
D) Environmental forces consistently result in negative outcomes for an organization.
- 80) The unique combination of benefits received by targeted buyers that include quality, price, convenience, on-time delivery, and both before-sale and after-sale service is called: 80) _____
- A) customer satisfaction.
B) benefit segmentation.
C) customer value.
D) target marketing.
- 81) Working in the customer service department at a local clothing retailer, Candice ensures that customer value is realized by consumers. Which of the following is not an area of her concern? 81) _____
- A) distribution (before-sale).
B) quality.
C) convenience.
D) online availability.
- 82) The process of building and developing long-term relationships with customers by delivering customer value and satisfaction is known as: 82) _____
- A) Holistic marketing
B) Customer Relationship Management
C) Customer Lifetime Value
D) Synergistic marketing

- 83) If you ever talk to anyone who has flown on Singapore Air, you will no doubt hear that individual praise the food that was served during the flight, the friendliness of the air stewards, and the comfortable surroundings. From this description, you can surmise Singapore Air creates customer value by providing its customers with all of the following except: 83) _____
- A) the cheapest price. B) the best employees.
C) the most convenient flight schedules. D) the best service.
- 84) Manugistics and i2 Technologies, two top vendors of supply chain management software, have recently launched their own online trading exchange aimed at creating a supply chain for their customers to make distribution of products and ideas easier for all involved. These two organizations hope to benefit from: 84) _____
- A) the 80/20 principle. B) eCRM.
C) a marketing chain. D) entropy.
- 85) A business traveler joined the Starwood Preferred Guest Program in order to earn points each time he stayed overnight in a Westin or Sheraton hotel. Once he has accumulated enough points, he can trade his points in for a free night's stay. As a member of this program, the traveler receives periodic updates on new hotels and learns of ways to earn additional points. This is an example of: 85) _____
- A) customer relationship management. B) customer valuation.
C) the 80/20 principle. D) entropy.
- 86) Which of the following statements about customer relationship management is true? 86) _____
- A) Customer relationship management is easy to implement.
B) Very few companies today are engaged in customer relationship management.
C) Customer relationship management has a short-term focus on increasing profits.
D) In an ideal setting, customer relationship management is a personal, ongoing relationship.
- 87) Which of the following businesses is LEAST likely to be able to engage in customer relationship management? 87) _____
- A) a library
B) an online store
C) a local restaurant that specializes in home-cooking
D) a beach shop that sells tourist mementos

- 88) Walmart emails a two-for-one coupon for baby wipes to a consumer who has consistently made the previous purchases of diapers, baby clothes, baby toys, and baby food over the last three weeks. Walmart is likely using a _____ program to send the coupon. 88) _____
- A) New Parent Management (NPM)
 - B) Coupon-Based Incentives (CBI)
 - C) Customer Relationship Management (CRM)
 - D) Coupon Relationship Management (CRM)
- 89) The City of Hamilton uses Twitter, Facebook, and in particular, YouTube to share with consumers the benefits their city has to offer. These platforms are commonly referred to as: 89) _____
- A) social communication marketing
 - B) customer relationship management (CRM)
 - C) online marketing
 - D) social media marketing
- 90) Disney calculates the total profit generated by their customers' purchases and visits to be over \$20,000 CDN over the customers' lifetime. They refer to this as: 90) _____
- A) Holistic profit
 - B) Customer relationship management
 - C) Synergistic profit
 - D) Customer lifetime value
- 91) A plan that integrates the elements of the marketing mix to provide goods, services, or ideas to the consumer and prospective buyers is referred to as: 91) _____
- A) marketing strategy
 - B) marketing program
 - C) micromarketing program
 - D) macromarketing program
- 92) After an assessment of needs, a marketing manager must translate ideas from consumers into concepts for products that a firm may develop. The result is called the: 92) _____
- A) marketing program.
 - B) marketing strategy.
 - C) micromarketing program.
 - D) macromarketing program.
- 93) Which step in a marketing program can sometimes experience communication issues between different departments? 93) _____
- A) create a target market mission statement.
 - B) design product prototypes.
 - C) determine consumer demographics.
 - D) translate information about consumer needs into products that satisfy them.
- 94) Rollerblade developed the Junior line of skates that can be modified to fit a child's foot as it grows. The _____ for this product line is children. 94) _____
- A) marketing program
 - B) target market
 - C) market aggregation
 - D) marketing mix

- 95) Magazines such as Time, Sports Illustrated, and People have launched kid and teen editions. Children and teens are the product line's _____. 95) _____
 A) market aggregation B) marketing program
 C) target market D) marketing mix
- 96) Rollerblade's decision to feature its inline skates in sports competition and magazines like Shape and Mademoiselle is most closely related to which element of the marketing mix? 96) _____
 A) place B) product C) promotion D) price
- 97) When Rollerblade's marketing department designs a strategy to make it easy for inline skate buyers to buy them at a retail outlet that is convenient to them and where they feel comfortable shopping, it is concerned with the _____ element of the marketing mix. 97) _____
 A) product B) price C) place D) promotion
- 98) The primary function of the Pillsbury Company was to mill quality flour during the _____ era. 98) _____
 A) sales B) marketing concept
 C) production D) societal marketing concept
- 99) Although it was thought in the 19th century that production creates its own demand, in the first third of the 20th century, North American companies began to produce more goods than their regular buyers could consume. At the same time, competition became more significant, and the problems of reaching the market became more complex. It was for these reasons the _____ era began. 99) _____
 A) marketing concept B) product
 C) production D) sales
- 100) Shortly after World War II, Sam Jackson developed an idea for a biodegradable lubricant that was superior to anything currently on the market. He was excited about his new idea, and he has persuaded a number of his friends to help produce samples. He hired a salesforce to sell the device to manufacturing companies in the area. This is a good example of behaviour one would expect in the _____ era. 100) _____
 A) production B) market orientation
 C) sales D) marketing concept
- 101) Which of the following statements is the primary reason that explains why businesses moved from the production era to the sales era? 101) _____
 A) Advertising was becoming a major marketing force.
 B) The population was moving away from urban areas.
 C) There were too many customers to serve.
 D) Competition grew as the production of goods increased and firms discovered that they could produce more goods than their regular buyers could consume.

- 102) Imagine a confectionary company has introduced a new nutty candy bar during the 1930s (the sales era). How would you expect the company to react if sales of this new candy bar were much lower than expected? 102) _____
- A) Let's forget the whole thing.
 - B) Perhaps, we should make candy bars with raisins.
 - C) We'd better do some market testing to determine why people are dissatisfied.
 - D) Let's put more aggressive salespeople in the field.
- 103) What was the major reason competition increased during the sales era in North American business history? 103) _____
- A) barriers to enter were lowered
 - B) prices increased
 - C) firms could produce more than they could sell
 - D) more sales people were hired
- 104) The core of the marketing department at Coca Cola is the idea that their products should seek to satisfy the wants of customers while also trying to achieve the organization's goals. This is known as 104) _____
- A) principle of consumerism
 - B) concept of synergy
 - C) societal marketing concept
 - D) marketing concept
- 105) In the 1960s, Pillsbury defined its mission as, "We are in the business of satisfying needs and wants of customers." This is a brief statement of what has come to be known as the: 105) _____
- A) soft-sell strategy.
 - B) selling concept.
 - C) marketing concept.
 - D) hard-sell strategy.
- 106) Many who attend circuses particularly look forward to the performances that use lions, tigers, elephants, monkeys, and other animals and get a great deal of pleasure from watching these acts. There are also a lot of people who enjoy the other circus acts but feel strongly that these animals are being abused because they are forced to perform. This example indicates it is not always easy to act in accordance with the: 106) _____
- A) marketing concept.
 - B) marketing mix.
 - C) sales quota.
 - D) organizational strategy.
- 107) Which of the following statements about the marketing concept era is true? 107) _____
- A) During the marketing concept era, companies believed if you produced as much as you can, at the highest quality level, for the lowest price, the product will sell itself.
 - B) All firms are now operating with a marketing concept era philosophy.
 - C) During the marketing concept era, companies tried to satisfy the wants of the consumer no matter what.
 - D) During the marketing concept era, companies tried to satisfy the needs of consumers while also achieving the organization's goals.

- 108) The latest marketing concept is known as: 108) _____
 A) online marketing B) social media marketing
 C) consumer individualism D) mobile marketing
- 109) During the marketing concept era, it is noted that most marketing ideas are fed into the production cycle from *after* an item is produced to _____ it is designed. 109) _____
 A) after B) before
 C) when D) at the same time
- 110) Which era of business history does the following statement best describe? "We are in the business of satisfying needs and wants of consumers." 110) _____
 A) the marketing orientation era B) the sales era
 C) the marketing concept era D) the production era
- 111) Supply exceeded demand; products could be differentiated from each other; and producers determined different consumer wants and needs. This statement most likely refers to which era in business history? 111) _____
 A) sales B) marketing concept
 C) industrial revolution D) production
- 112) Integrating marketing into all phases of the business process was the goal of which business era? 112) _____
 A) sales B) marketing concept
 C) industrial revolution D) production
- 113) What element of the marketing mix for The City of Hamilton is described by its old moniker, "the ambitious city"? 113) _____
 A) place B) promotion C) price D) product
- 114) In the movie, *The Tin Men*, two rival salesmen engaged in a variety of dishonest and unethical practices in order to sell aluminum siding to homeowners. Their job was difficult, in part, because the supply of aluminum siding surpassed the demand for the product and competition was intense. This situation is indicative of the _____ era of business history. 114) _____
 A) production B) marketing concept
 C) market orientation D) sales
- 115) An organization that focuses its efforts on continuously collecting information about customers' needs and competitors' capabilities, sharing this information across departments, and using the information to create customer values is said to: 115) _____
 A) have a market orientation. B) have a focus on macromarketing.
 C) have a non-profit orientation. D) stress the societal marketing concept.

- 116) A market orientation towards consumers and competitors requires: 116) _____
 A) considerable corporate downsizing.
 B) involvement of managers and employees throughout the firm.
 C) the development of multiple target markets and marketing mixes.
 D) a firm to engage in industrial espionage.
- 117) When the City of Hamilton encourages their consumers to post pictures of their foodie tour experience on Instagram, Facebook, and Twitter, the City of Hamilton is embracing which marketing concept? 117) _____
 A) social media marketing
 B) consumer-driven marketing
 C) promotion
 D) online marketing
- 118) As organizations have changed their orientation, society's expectations of marketers have also changed. Today, the emphasis of marketing practice has shifted from _____ to consumers' interests. 118) _____
 A) suppliers' interests
 B) social responsibilities
 C) government regulation
 D) producers' interests
- 119) Target retail stores use their proprietary REDcard to understand their buyers intimately, and develop favourable long-term perceptions of their buying habits, so Target can offer promotions and products that are more likely for that buyer to purchase at their store. This concept is referred to as: 119) _____
 A) A flexible marketing system
 B) A database warehouse
 C) Competitive intelligence
 D) Customer relationship management
- 120) Every day, buyers from large utility companies and sellers from energy companies visit an online exchange dealing in wholesale electricity and gas to negotiate prices for the energy that heats and lights many homes and businesses. The exchange knows there are competitors vying for its customers so it relies heavily on technology to build and retain strong, one-on-one relationships with each customer. The exchange uses _____ to know its customer and to win their allegiance. 120) _____
 A) customer relationship management
 B) a database warehouse
 C) a flexible marketing system
 D) competitive intelligence
- 121) United Way of Greater Toronto (UWGT), like many charities, is sitting on a gold mine of donor data. Locked up in its computer and paper files are records of millions of companies, groups, and individuals that have donated in past years. Also like most philanthropic organizations, UWGT was having a rough time using that information efficiently. It could blanket past donors with generic mailings, but it could not offer its donors anything that would make people donate to it instead of other charities. Which of the following tools would be most useful for the non-profit organization to use? 121) _____
 A) a flexible marketing system
 B) competitive intelligence
 C) a database warehouse
 D) customer relationship management

- 122) Customer relationship management (CRM) is most closely related to the _____ era in the evolution of marketing. 122) _____
 A) customer experience management B) sales
 C) production D) societal marketing
- 123) Stephanie has worked at the United Way for the last twenty years; in her time, she has seen the change in response rates to donor campaigns shift from calling programs to online Facebook donations. As a result, some suggest that _____ is the biggest shift in the economy since the Industrial Revolution. 123) _____
 A) social media marketing B) customer relationship management
 C) ethics D) the marketing concept
- 124) Consumer-generated online marketing efforts to promote brands and companies for which they are fans are known as _____. 124) _____
 A) social media marketing B) e-marketing
 C) interactive marketing D) customer relationship management
- 125) Consumer-generated online marketing efforts to negatively promote brands and companies for which they are non-fans are known as _____. 125) _____
 A) e-marketing B) customer relationship management
 C) interactive marketing D) social media marketing
- 126) The use by marketers of YouTube, Twitter, and Instagram to promote their brands or organizations is known as _____. 126) _____
 A) e-marketing B) social media marketing
 C) customer relationship management D) interactive marketing
- 127) What are the moral principles and values that govern the actions and decisions of an individual or group called? 127) _____
 A) social responsibilities B) legal codes
 C) modes of behaviour D) ethics
- 128) Which of the following activities is the LEAST objectionable from the standpoint of ethics? 128) _____
 A) supplying a product that satisfies a natural urge but ultimately becomes an addiction
 B) running ads that point out the weaknesses of competitive products
 C) producing and selling a product that some medical experts believe has dangerous long run health risks
 D) producing children's toys from a material that causes rashes among many people

- 129) A local home construction business sponsors an annual community picnic to raise funds for needed projects in the community. This is an example of: 129) _____
- A) social responsibility
 - B) highlighting to the community how well off they are
 - C) growing long term prospective customers
 - D) community engagement
- 130) Which of the following most directly explains why pharmaceutical giant Pfizer offered low-income senior citizens many of its most widely used prescriptions for \$15 each a month? 130) _____
- A) the societal marketing concept
 - B) the profit motive
 - C) its internal environment
 - D) its regulatory environment
- 131) When Eastman Kodak Company concerns itself with disposal of its film packages in national parks by promoting the slogan "Take only pictures, leave only footprints," it is acting in accordance with: 131) _____
- A) the profit motive.
 - B) its regulatory environment.
 - C) its internal environment.
 - D) the societal marketing concept.
- 132) In the past, Burger King, Wendy's, and McDonald's used to market their burgers in non-biodegradable Styrofoam containers. In response to calls from the public to use more environmentally friendly materials, most fast food marketers use paper containers for their burgers. Indeed, many such containers are made from recycled materials. This is an example of: 132) _____
- A) reverse marketing.
 - B) the societal marketing concept.
 - C) consumer advocacy.
 - D) macromarketing by the fast food chains.
- 133) 3M innovators developed Scotchbrite Never Rust Wool Soap Pads from recycled plastic bottles. These soap pads are more expensive than competitors (S.O.S. and Brillo) but also superior to them because Scotchbrite Never Rust Wool Soap Pads don't rust or scratch. Which statement most accurately reflects this solution? 133) _____
- A) was seen as too expensive by their target market.
 - B) is ethical and socially responsible.
 - C) is environmentally friendly, socially responsible, and competitive.
 - D) offsets the sale of their cheaper products.
- 134) Many environmentally friendly products have been costly to produce, and consumers have not been willing to pay a premium for them. As a result, companies often question if they can be both _____ and competitive. 134) _____
- A) technologically advanced
 - B) socially responsible
 - C) fiscally responsible
 - D) compliant with demand

- 135) The interactive marketing concept refers to: 135) _____
- A) electronic two-way communication between buyer and seller in which the buyer can control the kind and amount of information received from the seller
 - B) the idea that an organization's marketing plans must include a highly interactive marketing campaign, such as posting photos on Twitter of your experience using the product
 - C) electronic two-way communication between buyer and seller in which the buyer cannot control the kind and amount of information received from the seller
 - D) the idea that organizations are only successful if they tell buyers what they need to know
- 136) When Dove asked customers to create new ads for a novel environmentally friendly product they were releasing, with the winner being used nationwide, this was an example of: 136) _____
- A) interactive marketing
 - B) green marketing
 - C) consumer submissions
 - D) online marketing
- 137) According to the societal marketing concept, who is most important in deciding what needs and wants are good for consumers in the long run? 137) _____
- A) regulatory bodies
 - B) marketing researchers
 - C) the organization itself
 - D) the individual consumers
- 138) The societal marketing concept is most closely related to: 138) _____
- A) the sociocultural environment.
 - B) the controllable forces within an organization's environment.
 - C) macromarketing.
 - D) micromarketing.
- 139) Two-way electronic communication between buyer and seller in which the buyer can control the kind and amount of information received from the seller is known as: 139) _____
- A) interactive marketing
 - B) consumer marketing
 - C) social media marketing
 - D) online marketing
- 140) The discipline that addresses broad issues such as whether marketing costs too much, whether advertising is wasteful, and what resource scarcities and pollution side effects result from the marketing system is called: 140) _____
- A) financial marketing.
 - B) societal marketing.
 - C) micromarketing.
 - D) macromarketing.

- 141) Which of the following statements best distinguishes between macromarketing and micromarketing? 141) _____
- A) Macromarketing uses a marketing program, and micromarketing does not.
 - B) Macromarketing looks at the flow of an entire nation's goods and services, and micromarketing concerns itself with the marketing activities of a single firm.
 - C) Micromarketing is affected by environmental factors, but macromarketing is not.
 - D) Macromarketing is affected by environmental factors, but micromarketing is not.
- 142) How an individual organization directs its marketing activities and allocates its resources to benefit its customers is known as: 142) _____
- A) cultural marketing.
 - B) micromarketing.
 - C) macromarketing.
 - D) market restructuring.
- 143) Christopher, a marketer with Pepsi, asks the company's followers on Twitter to post homemade advertisements for a new version of Pepsi called Pepsi Chill. Christopher is engaging in what type of marketing? 143) _____
- A) online
 - B) Twitter
 - C) interactive
 - D) social
- 144) Which of the following companies is most likely to utilize interactive marketing? 144) _____
- A) Manulife Insurance
 - B) The Conservative Party of Canada
 - C) Dove Beauty Products
 - D) TD Financial Bank
- 145) What kinds of organizations engage in marketing? 145) _____
- A) very large and established nonprofit organizations
 - B) only those that can afford national advertising
 - C) every organization markets
 - D) exclusively Fortune 1000 companies
- 146) The individuals who use the goods and services purchased for a household are collectively referred to as: 146) _____
- A) ultimate consumers.
 - B) nonprofessional buyers.
 - C) household buyers.
 - D) family buyers.
- 147) Swiffer would describe the user of their Swiffer Wet-Jet mop as: 147) _____
- A) purchasing agents
 - B) primary buyers
 - C) ultimate consumers
 - D) situational buyers
- 148) An ultimate consumer is considered someone who: 148) _____
- A) who returns the goods purchased to a local goodwill thrift store
 - B) who resells the goods purchased to new consumers
 - C) uses the goods or services purchased for an organization
 - D) uses the goods or services purchased for the household

- 149) Which of the following is an example of an ultimate consumer? 149) _____
- A) a newspaper reporter who buys a plane ticket to Washington, D.C., to cover the presidential inauguration
 - B) an office receptionist who renews the magazines that are found in the office waiting room
 - C) a school teacher who bought a ticket to the 2002 Winter Olympics opening ceremonies in Salt Lake City
 - D) a retailer who buys poster board to make signs for an upcoming store sale
- 150) GE, JC Penny, Saks Fifth Avenue, and the Canadian Federal Government are collectively referred to as: 150) _____
- A) intermediate buyers.
 - B) professional buyers' organizations.
 - C) purchasing agents.
 - D) organizational buyers.
- 151) Organizational buyers are most accurately described as: 151) _____
- A) manufacturers, retailers, or government agencies buying for their own use or resale.
 - B) buyers of high cost items.
 - C) buyers of household items.
 - D) any individual or group making a purchase worth over \$100,000.
- 152) Which of the following is the best example of an organizational buyer? 152) _____
- A) a mother buying milk for her young son
 - B) a botanist buying a rose bush for his home garden
 - C) a computer programmer buying the latest game for his Playstation
 - D) a store owner buying hand-painted slate signs to sell in her store
- 153) What element of the marketing mix for the City of Hamilton is described by the lower cost of residential and commercial real estate? 153) _____
- A) promotion
 - B) price
 - C) place
 - D) product
- 154) To be effective, customer relationship management requires all of the following except: 154) _____
- A) the commitment of managers.
 - B) the involvement of managers.
 - C) the involvement of consumers.
 - D) application of information technology.
- 155) Telus uses a web-centric, personalized approach to managing long-term customer relationships electronically. The tool they likely use is known as 155) _____
- A) eCRM.
 - B) CLV.
 - C) CRM.
 - D) CR-V.

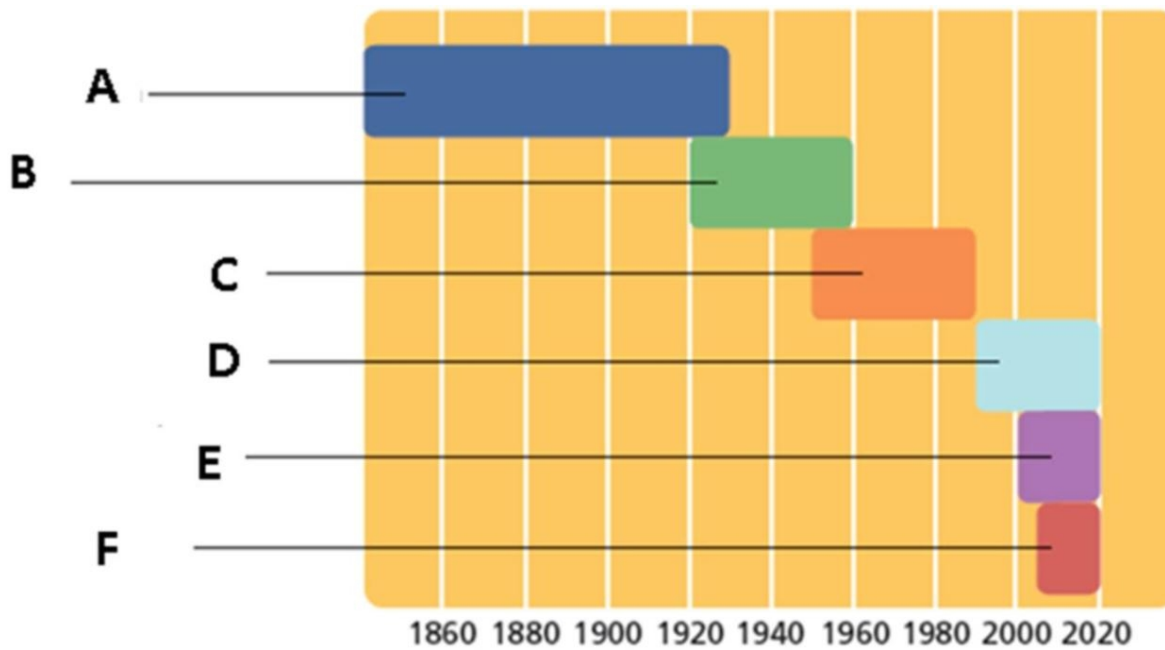
- 156) Ethics serve as: 156) _____
 A) guidelines on how to allocate resources.
 B) tools for improving ROI.
 C) guidelines on understanding how potential customers buy.
 D) guidelines on how to act correctly and justly.
- 157) Ethics are: 157) _____
 A) moral principles and values.
 B) tools for improving ROI.
 C) guidelines on understanding how potential customers buy.
 D) the critical-mass point in the collective attitude within many organizations.
- 158) Changing the oil in your old vehicle and dumping the oil down a sewer is an illustration of the issue of: 158) _____
 A) CRM B) social responsibility
 C) ethics D) micromarketing
- 159) Flushing unused medication down the toilet is an illustration of the issue of: 159) _____
 A) macromarketing B) ethics
 C) social responsibility D) CRM
- 160) Google uses environmentally friendly Prius vehicles to do their driving around cities to collect data for Google Maps Streetview. This is an illustration of the issue of: 160) _____
 A) social responsibility B) ethics
 C) CRM D) macromarketing
- 161) When the local municipality announces a water shortage due to the lack of rain in recent weeks, you choose to turn off your automatic sprinkler system. This is an example of: 161) _____
 A) CRM B) macromarketing
 C) ethics D) social responsibility
- 162) The view that an organization should discover and satisfy the needs of its consumers in a way that also provides for society's well-being is known as 162) _____
 A) Macromarketing B) Ethics
 C) The societal marketing concept D) Customer relationship management
- 163) A recent study indicated that _____ percent of executives believed that improving customer experience was critical to the future growth of their companies. 163) _____
 A) 60 B) 80 C) 70 D) 90

- 164) A CRM is only effective if it includes: 164) _____
 A) free coupons for long term buyers
 B) a customer experience management strategy
 C) a social media strategy
 D) an online platform
- 165) When a person feels physiologically deprived of basic necessities, such as food, clothing, and shelter, they are missing critical _____. 165) _____
 A) needs B) purchases C) wants D) complaints
- 166) A starving person has first and foremost a: 166) _____
 A) complaint. B) purchase. C) want. D) need.
- 167) A person living on the street in Winnipeg during the winter likely has a(n) _____ for shelter. 167) _____
 A) ability to pay for B) want and need
 C) need D) want
- 168) Which tool would organizations want to use if their goal was to engage customers in collaborative dialogue for mutual benefits? 168) _____
 A) social media B) societal marketing
 C) online forum D) social CRM
- 169) TD Bank creates an online area where customers can discuss with TD ways to make communities 'greener,' by reducing paper or planting more trees. TD is likely using _____ to engage these customers. 169) _____
 A) social media B) societal marketing concept
 C) CSR plan D) social CRM
- 170) WestJet markets their flights to both businesspeople and consumers, this is an example of: 170) _____
 A) a multi-use product
 B) tiered pricing for economy and first class
 C) a diversified product
 D) an organization's marketing efforts
- 171) Which of the following is an example of an organization marketing an idea? 171) _____
 A) Crest toothpaste. B) WestJet airlines.
 C) Nikon cameras. D) Donating to the Salvation Army.

- 172) Which of the following is an example of an organization marketing a good? 172) _____
- A) Financial advice from TD Waterhouse.
 - B) Apple Computers.
 - C) Canadian Museum of Civilization.
 - D) Donating to the Salvation Army.
- 173) All of the following are examples of an organization marketing a service EXCEPT: 173) _____
- A) Price Waterhouse Coopers discussing an audit.
 - B) TD Bank discussing mortgage rates.
 - C) Cell phones offered by the Telus Group.
 - D) Long-distance telephone calls offered by the Telus Group.
- 174) Which of the following is an example of an organization marketing an idea? 174) _____
- A) Donating to the Trans-Canada Trail project.
 - B) WestJet airlines.
 - C) Nikon cameras.
 - D) Apple Computers.
- 175) Managing the customers' interactions with the organization at all levels and at all touchpoints so that the customer has a positive impression of the organization, is satisfied with the experience, and will remain loyal to the organization is referred to as: 175) _____
- A) customer experience management
 - B) marketing management
 - C) customer relationship management
 - D) customer loyalty
- 176) WestJet views their customers as guests rather than just travelers or passengers. Because the goal of this strategy is about experience-based differentiation at all touchpoints (websites, in-flight, ticket agents), WestJet can be said to be practicing: 176) _____
- A) the selling orientation
 - B) the marketing orientation
 - C) customer experience management
 - D) customer relationship management
- 177) Pete's Frootique (independent grocer in Halifax) has a piano player in the store, complimentary boxes of raisins, and even individual fresh-cut sunflowers. Because they want customers to have an enjoyable shopping experience, they are said to be engaged in: 177) _____
- A) customer experience management.
 - B) customer relationship management.
 - C) customer loyalty management.
 - D) market relationship management.

Reference: 01-01

Figure 1-5



- 178) In Figure 1-5, letter "A" represents which stage in the life of market-oriented manufacturing firms? 178) _____
A) Production era B) Marketing concept era
C) Sales era D) Age of consumerism
- 179) In Figure 1-5, letter "B" represents which stage in the life of market-oriented manufacturing firms? 179) _____
A) Production era B) Age of consumerism
C) Sales era D) Marketing concept era
- 180) In Figure 1-5, letter "C" represents which stage in the life of market-oriented manufacturing firms? 180) _____
A) Age of consumerism B) Sales era
C) Marketing concept era D) Production era
- 181) In Figure 1-5, letter "D" represents which stage in the life of market-oriented manufacturing firms? 181) _____
A) Age of consumerism B) Market orientation era
C) Production era D) Marketing concept era

Figure 1-1



182) In Figure 1-1, "A" represents a firm's alliances with 182) _____
 A) other organizations B) other departments
 C) suppliers D) customers

183) In Figure 1-1, "B" represents a firm's partnerships with 183) _____
 A) suppliers B) other organizations
 C) customers D) shareholders

184) In Figure 1-1, "C" represents a firm's ownership with 184) _____
 A) shareholders B) customers
 C) other organizations D) suppliers

185) In Figure 1-1, "D" represents a firm's relationship with 185) _____
 A) shareholders B) other organizations
 C) customers D) suppliers

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

186) According to Robert M. McMath, what are two things marketers can do to help new-product launches succeed? Give an example of each.

- 187) In addition to consumers, what other people, groups, and forces interact to affect marketing activities and results?
- 188) At least four factors are required for marketing to occur. What are they?
- 189) How do you define needs and wants?
- 190) Describe three different target markets, for three different products or services you, your friends, or family have recently purchased or used.
- 191) Imagine you have the sole marketing rights to a new herbal shampoo that stops hair loss and actually causes new hair growth. You plan to sell your product on an Internet site, which you will advertise on late night television. You are also hoping to obtain free publicity in men's fashion magazines. You are planning on selling a 16-ounce bottle for \$24.99 plus \$7.99 shipping and handling. (A) Using the information provided, identify each element of your marketing mix. (B) Identify the target market for your shampoo. (C) How can you use relationship management to increase sales?
- 192) What is the marketing concept?
- 193) In November and December, kiosk stores appear in many malls. Typically the kiosks sell gift boxes of cheese, jewelry, and other items people think are appropriate seasonal gifts. In January these kiosk retailers vanish. Is it possible for such a kiosk retailer to use customer relationship management? Explain your answer.
- 194) What is the difference between micromarketing and macromarketing?
- 195) Compare and contrast the purchase of a dinner bought from a caterer by an ultimate consumer versus an organizational buyer.
- 196) In our free-enterprise society, what three specific groups benefit from effective marketing?
- 197) Who benefits from marketing in our society, and how?
- 198) List and describe marketing's controllable marketing mix factors.
- 199) Do you think marketing is a good or a bad influence on our society? Explain your position as specifically as you can.
- 200) Describe how a company would use the principles of interactive marketing to engage their consumers.

Answer Key

Testname: UNTITLED1

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

Answer Key

Testname: UNTITLED1

- 51) D
- 52) C
- 53) A
- 54) A
- 55) A
- 56) A
- 57) A
- 58) C
- 59) A
- 60) D
- 61) A
- 62) D
- 63) B
- 64) D
- 65) C
- 66) C
- 67) D
- 68) A
- 69) A
- 70) D
- 71) C
- 72) A
- 73) B
- 74) C
- 75) A
- 76) A
- 77) B
- 78) A
- 79) A
- 80) C
- 81) D
- 82) B
- 83) A
- 84) B
- 85) A
- 86) D
- 87) D
- 88) C
- 89) D
- 90) D
- 91) B
- 92) A
- 93) D
- 94) B
- 95) C
- 96) C
- 97) C
- 98) C
- 99) D
- 100) C

Answer Key

Testname: UNTITLED1

- 101) D
- 102) D
- 103) C
- 104) D
- 105) C
- 106) A
- 107) D
- 108) B
- 109) B
- 110) C
- 111) B
- 112) B
- 113) D
- 114) D
- 115) A
- 116) B
- 117) A
- 118) D
- 119) D
- 120) A
- 121) D
- 122) A
- 123) A
- 124) A
- 125) D
- 126) B
- 127) D
- 128) B
- 129) A
- 130) A
- 131) D
- 132) B
- 133) B
- 134) B
- 135) A
- 136) A
- 137) C
- 138) C
- 139) A
- 140) D
- 141) B
- 142) B
- 143) C
- 144) C
- 145) C
- 146) A
- 147) C
- 148) D
- 149) C
- 150) D

Answer Key

Testname: UNTITLED1

- 151) A
- 152) D
- 153) B
- 154) C
- 155) A
- 156) D
- 157) A
- 158) B
- 159) C
- 160) A
- 161) D
- 162) C
- 163) A
- 164) B
- 165) A
- 166) D
- 167) B
- 168) D
- 169) D
- 170) D
- 171) D
- 172) B
- 173) C
- 174) A
- 175) A
- 176) C
- 177) A
- 178) A
- 179) C
- 180) C
- 181) B
- 182) A
- 183) A
- 184) A
- 185) C
- 186) Answers will vary

Feedback: (1) Focus on what the customer benefit is, and (2) learn from the past. Student examples will vary
187) Answers will vary

Feedback: Foremost is the organization that is doing the marketing, including its mission, objectives and goals, management, marketing department, other departments, and employees. In addition to customers, there are shareholders or owners of companies, representatives of groups served in the case of non-profit organizations, and suppliers. Environmental forces include social, economic, technological, competitive, and regulatory. And lastly, society as a whole must be taken into account with respect to marketing plans and activities. The organization must strike an acceptable balance among all these influences. See also Figure 1-1.

Answer Key

Testname: UNTITLED1

188) Answers will vary

Feedback: For marketing to occur, at least four factors are required:

- (1) two or more parties (individuals or organizations) with unsatisfied needs.
- (2) a desire and ability on their parts to satisfy those needs.
- (3) a way for the parties to communicate.
- (4) something to exchange.

189) Answers will vary

Feedback: A need occurs when a person feels physiologically deprived of basic necessities like food, clothing, shelter. A want is a felt need that is shaped by a person's knowledge, culture, and personality.

190) Answers will vary

Feedback: A target market is a specific group of potential consumers whose needs and wants the organization satisfy, and on whom the organization therefore can most efficiently and productively concentrate for marketing purposes. In response to this question, students might define the target market for a local baseball team as people who live in the area, somewhat skewed toward males, perhaps, and heavily 25 to 65 years of age. This question offers a good opportunity for class discussion of the more interesting examples and observations of students.

191) Answers will vary

Feedback: (A) The shampoo is the product element. The Internet is the place element. The ads on late night television and the publicity are the promotion element. The price element is the \$24.99 price plus the \$7.99 shipping and handling.

(B) The target market is obviously men and women with hair loss. Better students will note that not everyone can be able to afford the product and that the target market should also include some kind of an income base.

(C) Since you are selling on the Internet, you could use relationship marketing by sending monthly e-mail information concerning information about issues of interest to your target market. You could also offer a free bottle of shampoo after a consumer buys 10 bottles over a period of time. Students, of course, may come up with other equally viable ideas.

192) Answers will vary

Feedback: The marketing concept is the idea that an organization should strive to satisfy the needs of consumers while also trying to achieve the organization's goals.

Answer Key

Testname: UNTITLED1

193) Answers will vary

Feedback: Generally, students will say no based on the definition of CRM. The text defines CRM as the process of building and developing long-term relationships with customers by delivering customer value and satisfaction. However, this idea is based on the idea that the kiosks are not there long enough to establish a long-term relationship. However, very insightful students may see an opportunity for these retailers (who return year after year) to develop long-term multi-year relationships. Databases would allow direct mail notifications that the prized gifts are again available.

194) Answers will vary

Feedback: Micromarketing focuses on how an individual organization uses the strategic marketing process to direct its marketing activities and allocate its resources. Macromarketing looks at the aggregate flow of a nation's goods and services to benefit society. While micromarketing tends to be internal, macromarketing addresses broader societal issues such as whether marketing costs too much or whether advertising is wasteful.

195) Answers will vary

Feedback: Students' examples will differ, but each example should be descriptive of the definition. Ultimate consumers are people who use the goods and services purchased for a household. One example might be a wedding reception or a wedding rehearsal dinner. Organizational buyers are units that buy goods for their own use or resale. An example would be an awards banquet for a company's leading salesperson.

196) Answers will vary

Feedback: The three specific groups that benefit from effective marketing are:

- (1) consumers who buy (they can obtain the best product at the lowest price).
- (2) organizations that sell (receive rewards, profits, growth, etc.).
- (3) society as a whole (through enhanced competition, and a higher standard of living for its citizens).

197) Answers will vary

Feedback: Virtually everyone benefits from marketing in our society: consumers who buy, organizations that sell, and society as a whole. True competition between products and services in the marketplace ensures that we can obtain the best goods and services available at the lowest price. Providing the maximum number of choices leads to the consumer satisfaction and quality of life we have come to expect from our economic system. (An extended answer could relate to utilities of form, place, time, and possession. This question can be used to prompt a stimulating class discussion.)

Answer Key

Testname: UNTITLED1

198) Answers will vary

Feedback: Marketers develop a complete marketing program through the use of a combination of four tools called the four Ps:

- (1) Product - A good, service, or idea to satisfy the consumer's needs.
- (2) Price - What is exchanged for the product.
- (3) Promotion - A means of communication between the seller and the buyer.
- (4) Place - A means of getting the product into the consumer's hands.

199) Answers will vary

Feedback: A student may take the position of the ancient Greek philosophers and Karl Marx that marketing province of the sick and weakly, the dishonest and the exploitative. Or they may take the more modern position that marketing has provided the highest standard of living, and the greatest freedom for the greatest number of people that the world has ever known. By the time they have finished reading this chapter, it is to be hoped that more students will take the latter position than the former.

200) Answers will vary

Feedback: Focus should be on creating an electronic two-way communication between buyer and seller, where the buyer can control the kind and amount of information received from the seller.