Student name:\_\_\_\_\_\_\_\_\_\_

1. In response to needs at homeless shelters, Bombas introduced a buy-one-give-one program for

feminine products.

100-calorie snack packs.

winter coats.

socks.

button-down shirts.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 01 In response to needs at homeless shelters, B...

1. In addition to the give-back program, Bombas socks are attractive to consumers because they

are made entirely of natural and vegan ingredients.

are among the least expensive products available.

have been engineered for superior comfort.

are conveniently sold in mass merchandise stores like Walmart and Target.

are considered the most fashion-forward in the category.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 2 Medium
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 02 In addition to the give-back program, Bombas...

1. Bombas has a social mission to help homeless shelters with its buy-one-give-one program. The company name comes from the Latin for

"comfort," the primary point of difference for its products.

"bumblebee," because of the creature's association with working together.

"cotton," the main ingredients in its products.

"service," the central focus of the business.

"antelope," because of its speed and agility.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 03 Bombas has a social mission to help homeless...

1. Which statement about marketing is most accurate?

Unless you take a marketing class, you will never truly know anything about marketing.

Marketing is nothing more than common sense.

Marketing requires an innate sense of creativity; you either have it or you don't.

You can call yourself a marketing expert only if you have sold something for a profit.

You have significant marketing expertise since you make marketing-related decisions every day.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Define Marketing
Source : Chapter 01 Test Bank > MC Qu. 04 Which statement about marketing is most accu...

1. Elon Musk was involved in the inception of all of these companies except which?

SpaceX

PayPal

Tesla

Facebook

Neuralink

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Define Marketing
Source : Chapter 01 Test Bank > MC Qu. 05 Elon Musk was involved in the inception of a...

1. Marketing refers to the

research and development of new products that existing customers want to purchase.

expansion of companies into other countries.

process of identifying the best local plants to serve particular geographic markets.

activity involved in getting a product or service from the manufacturer to the ultimate consumers and organizational buyers.

activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Define Marketing
Source : Chapter 01 Test Bank > MC Qu. 06 Marketing refers to the

1. The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large is referred to as

manufacturing.

advertising.

marketing.

selling.

promotion.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Define Marketing
Source : Chapter 01 Test Bank > MC Qu. 07 The activity, set of institutions, and proce...

1. All of these are true about marketing *except* which?

Marketing is a broader activity than advertising.

Marketing stresses the importance of delivering genuine benefits in the offerings of goods, services, and ideas sold to customers.

Successful marketing usually results in one "winner" and one or more "losers."

When an organization engages in marketing, it should also create value for its partners and society.

Marketing is a broader activity than personal selling.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Define Marketing
Source : Chapter 01 Test Bank > MC Qu. 08 All of these are true about marketing except...

1. What do an organization's stockholders, its suppliers, its employees, its customers, and society at large all have in common with regard to an organization?

All should benefit from the marketing of an organization's offering.

Everyone has a say in the ultimate design of a product.

Everyone is legally culpable if something goes wrong with a product.

All have to make some type of direct financial investment in the organization so it can profitably sell its products.

All use the products and/or services marketed by the organization.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Define Marketing
Source : Chapter 01 Test Bank > MC Qu. 09 What do an organization&#39;s stockholders

1. Mizuno designs and sells high-quality baseball gloves. Who likely benefits from the firm's marketing activities for its gloves?

a baseball or softball player who purchases a new Mizuno glove

the Dick's Sporting Goods salesperson who sells a customer a Mizuno glove

the supplier who provided the leather to Mizuno

the shareholders of Mizuno, the company that designs and manufactures the gloves

all stakeholders, even society at large

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Define Marketing
Source : Chapter 01 Test Bank > MC Qu. 10 Mizuno designs and sells high-quality baseba...

1. To serve both buyers and sellers, marketing seeks to\_\_\_\_\_\_\_\_\_\_ and satisfy the needs and wants of prospective customers.

change

create

align

discover

compare

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Define Marketing
Source : Chapter 01 Test Bank > MC Qu. 11 To serve both buyers and sellers, marketing ...

1. To serve both buyers and sellers, marketing seeks to discover and\_\_\_\_\_\_\_\_ the needs and wants of prospective customers.

change

satisfy

rank

align

preserve

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Define Marketing
Source : Chapter 01 Test Bank > MC Qu. 12 To serve both buyers and sellers, marketing ...

1. Whether an individual is considering a purchase for personal or household use, or an organization is buying for its own use or for resale, the individual or organization would be considered a(n)

prospective customer.

dual-purpose marketing decision maker.

potential distributor.

informed buyer.

end user.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 13 Whether an individual is considering a purch...

1. A student wants to buy a smartphone so she can share pictures with her friends. An insurance claims adjuster wants to buy a smartphone to document accidents (take pictures, write a report, etc.). If they both purchase the same model smartphone, such as an Apple iPhone, which statement is most accurate?

The adjuster is a prospective customer because the smartphone will be used for work; the student is only a secondary user since the purpose of the smartphone is just for entertainment.

Both the adjuster and the student are prospective customers because, in their own ways, they both benefit from the smartphone.

Neither the adjuster nor the student is a prospective customer since the company will pay for the adjuster's smartphone and the student's parents will pay for hers.

The student is the prospective customer since there are more students buying smartphones for personal use than there are insurance adjusters buying smartphones for business use.

Only a person who has bought a smartphone previously is a prospective customer because only previous owners of smartphones benefit from buying new ones.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 14 A student wants to buy a smartphone so she c...

1. The PAL-V Liberty is a two-seat, gas-powered gyrocopter with a flying range of about 250 miles at maximum weight. In car mode, the three-wheeled vehicle can hit 100 mph. Its maker is seeking safety certification in Europe, and 90 initial production models are now for sale starting at $399,000. The most likely prospective customers for this flying car would include

students who attend college at least 500 miles away from home.

retired seniors receiving Social Security.

executives for whom time is extremely important.

teens who like to try new things.

families in need of a second vehicle.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 15 The PAL-V Liberty is a two-seat, gas-powered...

1. In marketing, the idea of exchange refers to the

negotiation phase between the manufacturer and the seller.

financial remuneration (monetary payment) for a product or service.

trade of things of value between buyer and seller so that each is better off after the trade.

bartering of products and services between nongovernmental organizations or individuals.

practice of swapping products and services for other products and services rather than for money.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 16 In marketing, the idea of exchange refers to...

1. The trade of things of value between buyer and seller so that each is better off after the trade is referred to as

financial remuneration.

exchange.

countertrade.

barter.

marketing.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 17 The trade of things of value between buyer a...

1. The American Red Cross creates advertisements to encourage people to donate blood. After viewing one, Jun decided to donate a pint of blood. After she did, Jun felt happy that she had done something nice for her community. Did an exchange occur in a marketing sense?

Yes, because the blood was donated to the Red Cross based on an advertisement, a marketing activity.

Yes, because the donated blood was exchanged for a feeling of satisfaction.

No, because the Red Cross is a nonprofit organization.

No, because no money changed hands.

No, because the Red Cross, a service organization, did not provide Jun with a product.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 18 The American Red Cross creates advertisement...

1. A local college of business offers an outstanding graduate business school education program. Maria pays the tuition to attend and earns her MBA with a concentration in marketing management. Upon graduating, she is offered a high-paying, fulfilling position. Was this a marketing exchange?

No, because the university earned a profit from Maria's tuition.

No, because money was exchanged in the form of tuition and Maria's income will come from her employer, not the graduate school.

No, because the school did not provide Maria with a tangible product, only the potential of an education.

Yes, because the university promised Maria she would graduate on time, and she did.

Yes, because paying tuition was exchanged for knowledge that directly led to Maria's high-paying, fulfilling new job.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 19 A local college of business offers an outsta...

1. A typical marketing department both shapes and\_\_\_\_\_\_\_\_ its relationship with internal and external groups.

is shaped by

organizes

directs

determines

dominates

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Organizational Culture
Source : Chapter 01 Test Bank > MC Qu. 20 A typical marketing department both shapes a...

1. \_\_\_\_\_\_\_\_ responsible for establishing the organization's mission and objectives.

Marketers are

Suppliers are

Customers are

Senior management is

Shareholders are

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Organizational Culture
Source : Chapter 01 Test Bank > MC Qu. 21 \_\_\_\_\_\_\_\_ responsible for establishing the or...

1. One challenge faced by organizations is the need to focus on consumer needs while also\_\_\_\_\_\_\_\_ the interests of countless other people, groups, and forces that interact to shape the nature of its actions.

resisting

balancing

developing

guaranteeing

minimizing

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 22 One challenge faced by organizations is the ...

1. Which statement about marketing activities is most accurate?

Marketing is affected by society but rarely, if ever, affects society as a whole.

The marketing department both shapes and is shaped by its relationship with internal and external groups.

Marketing activities are the sole responsibility of the marketing department; other departments are involved only if there is an emergency (such as a product recall).

Environmental forces do not affect marketing activities as long as a firm closely monitors its environment through rigorous market research.

Marketing is essentially developing the right product and convincing potential customers that they "need" it, not just "want" it.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 23 Which statement about marketing activities i...

1. All of these are departments within a typical organization *except* which?

finance

manufacturing

information technology

human resources

shareholders

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 24 All of these are departments within a typical...

1. The\_\_\_\_\_\_\_\_ department of an organization is responsible for facilitating relationships, partnerships, and alliances with the organization's customers, shareholders, suppliers, and other organizations.

purchasing

marketing

human resources

accounting

information systems

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 25 The \_\_\_\_\_\_\_\_ department of an organization i...

1. The marketing department of an organization is responsible for facilitating

relationships, partnerships, and alliances with the organization's customers, shareholders, suppliers, and other organizations.

healthy competition with other product manufacturers.

financial contracts with banks and other lending institutions.

alliances with firms with noncompetitive products that target similar markets.

the coordination between the various departments within the entire firm.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 26 The marketing department of an organization ...

1. Which statement about marketing departments is most accurate?

The marketing department typically works as an independent unit, mostly interacting with other parts of the business only to direct product promotion.

The marketing department should suggest where a firm should invest its money based on its knowledge of the market and environmental forces.

The marketing department is only responsible for two of the four Ps.

The marketing department is only responsible for market research, supervision of product development, and product promotion.

The marketing department must work closely with other departments and employees to help provide products that satisfy customers.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 27 Which statement about marketing departments ...

1. All of these are environmental forces that affect an organization *except* which?

competitive

structural

social

regulatory

technological

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 28 All of these are environmental forces that af...

1. Which statement about marketing activities is most accurate?

Marketing is affected by society but rarely, if ever, affects society as a whole.

The marketing department works closely with other departments and employees to implement marketing activities.

Marketing activities are the sole responsibility of the marketing department; other departments are involved only if there is an emergency (such as a product recall).

Environmental forces do not affect marketing activities as long as a firm closely monitors its environment through rigorous market research.

Marketing directs the activities of all other departments in a business.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Elements of the Marketing Plan
Source : Chapter 01 Test Bank > MC Qu. 29 Which statement about marketing activities i...

1. All of these are factors required for marketing to occur *except* which?

a desire and ability on the part of two or more parties (individuals or organizations) to be satisfied

something to exchange between two or more parties (individuals or organizations)

two or more parties (individuals or organizations) with the same wants

two or more parties (individuals or organizations) with unsatisfied needs

a way for the parties (individuals or organizations) to communicate

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > MC Qu. 30 All of these are factors required for marketi...

1. Which factor is required for marketing to occur?

a healthy competitive environment

an affordable and actionable advertising campaign

a sense of social responsibility

an ability to see hidden potential within an environmental force

something to exchange

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > MC Qu. 31 Which factor is required for marketing to oc...

1. Which conditions are necessary for marketing to occur?

a changing environment, a method of assessing needs, a way to communicate, and an exchange location

parties with cash or credit, a product, a reasonable price, and a place to make an exchange

a quality product, a fair price, a clever method of promotion, and a place where a customer can buy the product

two or more parties with unsatisfied needs, a desire and an ability to satisfy them, a way to communicate, and something to exchange

an ability to see a trend within an environmental force, a product, and an affordable and actionable advertising campaign

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > MC Qu. 32 Which conditions are necessary for marketing...

1. For marketing to occur, there must be two or more parties involved. Keurig Dr. Pepper distributes Bai Antioxidant Infusions through supermarkets at a price comparable to other specialty bottled or canned drinks. The most likely "second" party needed for marketing to occur would be

people who are nostalgic about childhood drinks they had during hot summers.

people with a desire for a cool beverage other than soda or water.

product demonstrators who offer samples of Bai products to shoppers at local supermarkets.

a local distributor of alcoholic beverages.

a nutritionist promoting the health benefits of adequate hydration.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > MC Qu. 33 For marketing to occur, there must be two or...

1. A business student is preparing for the Graduate Management Admission Test (GMAT) so he can get into a good graduate business school. He believes that any money he spends on a tutor will be worthwhile if he can improve his scores. He's heard that there is a great tutor in his local community but has no idea who she is. Marketing does not occur in this situation because

two or more parties have satisfied needs.

there is no desire on the part of either party to satisfy its needs.

both parties are not aware that a need for tutoring exists.

there is no way for each party to communicate with one another.

there has been no assessment of consumer wants and needs.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > MC Qu. 34 A business student is preparing for the Grad...

1. A student would like to buy a hybrid SUV from a local dealer, but she thinks the payments will be too high. Marketing does not occur in this situation because

two or more parties have unsatisfied needs.

there is no desire on the part of either party to satisfy its needs.

one of the involved parties does not have the ability to satisfy its needs.

there is no way for each party to communicate with one another.

there has been no assessment of consumer wants and needs.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > MC Qu. 35 A student would like to buy a hybrid SUV fro...

1. Lou has a medical condition that interferes with restful sleep. Though he has been to the doctor frequently about the issue, no treatments or medications are available that would be helpful to him. Here, no marketing occurs because

the doctor does not have unsatisfied needs.

the doctor cannot offer a viable product for exchange.

marketing is illegal in the pharmaceutical industry.

the doctor and patient are unable to communicate.

Lou is unable to afford his medications.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > MC Qu. 36 Lou has a medical condition that interferes ...

1. A local candidate running for office would very much like to have your vote. She promises that she will "make the country better." Because all candidates for public office say this, you doubt you'll see real results and decide not to vote for her. Marketing will not occur in this situation because

marketing doesn't apply to the voting process.

the desire and ability to satisfy needs is missing.

there is no direct way for the parties to communicate.

something to exchange is missing.

there is only one party involved in this situation.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > MC Qu. 37 A local candidate running for office would v...

1. The Arizona Biltmore in Phoenix is a resort hotel located less than a mile from the Biltmore Fashion Park, a large upscale shopping mall. The hotel wants to promote its proximity to the shopping center as well as its many other amenities to convention-goers from other states. Which marketing action would most likely help the Arizona Biltmore communicate with potential convention attendees?

Place an ad in the in-flight magazines of all the major airlines targeting business/first-class fliers.

Send a mass mailing to all local businesses.

Set up information kiosks at several locations within the Biltmore Fashion Park.

Offer free made-to-order breakfasts for guests staying at the hotel on business.

Offer special discount rates to guests coming from the East Coast.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 38 The Arizona Biltmore in Phoenix is a resort ...

1. A farmhand would like to buy a moped scooter to commute to his job at a nearby ranch. He doesn't know how to find a dealer though, and he doesn't have Internet access. Which reason explains why marketing fails to occur here?

There are no parties with unsatisfied needs.

A desire to satisfy a need is missing.

No assessments of consumer wants and needs have been made.

There is no way for the parties involved to communicate.

The ability to satisfy a need is missing.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > MC Qu. 39 A farmhand would like to buy a moped scooter...

1. Suppose you want a snack after taking this exam. Domino's is located across the street from your College of Business classroom. Unfortunately, you forgot your wallet in the haste of getting to class on time to take the test. Therefore, you have no means to pay for the pizza. What explains why marketing fails to occur between you and Domino's?

There is only one party with unsatisfied needs.

The ability to satisfy a need is missing.

A desire to satisfy a need is missing.

No assessments of consumer wants and needs have been made.

There is no way for the parties involved to communicate.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Define Marketing
Source : Chapter 01 Test Bank > MC Qu. 40 Suppose you want a snack after taking this e...

1. Sachin receives a coupon on his iPhone advising him about the location of a Taco Bell store in his area. This is an example of which requirement for marketing to occur?

demonstrating an unmet need

discovering a consumer need

a foundation for brand loyalty

a way for parties to communicate

practicing ethics and sustainability

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > MC Qu. 41 Sachin receives a coupon on his iPhone advis...

1. Conducting marketing research is an excellent way to address the first objective in marketing, which is to discover consumers'

diversity of opinion, to create persuasive advertising messages.

income, to determine the most lucrative price point for a product.

lifetime value of an offering to the organization.

characteristics that would be useful to identify market segments.

needs, to create products that could satisfy them.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 42 Conducting marketing research is an excellen...

1. Marketers often discover consumer needs by

implementing a marketing program.

conducting effective marketing research.

balancing the marketing mix elements—the four Ps of the marketing program.

advertising to diverse groups of prospective buyers.

copying the products and services of competitors.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 43 Marketers often discover consumer needs by

1. Crowdsourcing has been an important method of identifying consumer needs for which of these products?

Amazon Echo

Pepsi True

LEGO Women of NASA

Google Glass

ZipCar

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 44 Crowdsourcing has been an important method o...

1. Studies of new product launches indicate that about\_\_\_\_\_\_\_\_\_\_ percent of the products fail.

33

40

67

75

90

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : New-Product Development
Source : Chapter 01 Test Bank > MC Qu. 45 Studies of new product launches indicate tha...

1. To avoid new-product failure, new-product expert Robert M. McMath suggests

implementing a regional rather than a nationwide rollout of a new product.

building a hierarchical organizational structure so that more people have a chance to spot product problems.

focusing on customer benefits and learning from the past.

increasing the marketing budget, since "success comes to those who can outspend the competition."

releasing several different versions of a new product at the same time to see which one is most successful.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : New-Product Development
Source : Chapter 01 Test Bank > MC Qu. 46 To avoid new-product failure, new-product ex...

1. If you followed the suggestions of Robert M. McMath, which of these provides the best advice for a marketer for Colgate, when launching a new version of the toothpaste?

Anticipate the future five years out in terms of product form, ingredients, and packaging—to invent the "toothpaste of tomorrow!"

Give the product a mysterious name that is unrelated to the product's benefits but instead provokes consumer curiosity.

Initiate a Facebook campaign against beverages sweetened with high fructose corn syrup, which can contribute to tooth decay.

Create unusual packaging that has special shelving requirements.

Study past toothpaste product failures and learn from them.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : New-Product Development
Source : Chapter 01 Test Bank > MC Qu. 47 If you followed the suggestions of Robert M....

1. A factor that might doom a product in the marketplace is referred to as

an albatross.

a land mine.

a pitfall.

a showstopper.

a wild card.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : New-Product Development
Source : Chapter 01 Test Bank > MC Qu. 48 A factor that might doom a product in the ma...

1. In product development, showstoppers refer to

creative or innovative members of a marketing team.

unexpected alternative uses for a product that result in a sudden increase in sales.

factors that might doom a product in the marketplace.

a sudden loss of financial backing even though the item is in production.

situations when a competitor's product suddenly beats a firm's new product to the marketplace.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : New-Product Development
Source : Chapter 01 Test Bank > MC Qu. 49 In product development, showstoppers refer t...

1. Concerns about privacy might have been a reason for lackluster sales of which of these products?

Amazon Prime

Google Glass

Apple Newton Message Pad

YoYo car subscriptions

AirBnB rentals

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : New-Product Development
Source : Chapter 01 Test Bank > MC Qu. 50 Concerns about privacy might have been a rea...

1. In light of new Nutrition Fact label requirements that took effect in 2020, Coca-Cola is testing Coca-Cola Stevia which will be sweetened only with the natural ingredient stevia. A potential showstopper for this product is likely to be

a lack of advertising on television.

previous products with stevia sweetener had a bitter aftertaste.

a lower profit margin due to the added costs of expensive ingredients.

cannibalization of the company's existing sodas.

pressure from the cane sugar and corn industries.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : New-Product Development
Source : Chapter 01 Test Bank > MC Qu. 51 In light of new Nutrition Fact label require...

1. A\_\_\_\_\_\_\_\_ occurs when a person feels deprived of basic necessities such as food, clothing, and shelter.

desire

need

utility

want

craving

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 52 A \_\_\_\_\_\_\_\_ occurs when a person feels depriv...

1. A want is\_\_\_\_\_\_\_\_ that is shaped by a person's knowledge, culture, and personality.

a desire

a need

a utility

a demand

an option

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 53 A want is \_\_\_\_\_\_\_\_ that is shaped by a perso...

1. A need that has been shaped by a person's knowledge, culture, and personality results in a

standard.

want.

utility.

demand.

preference.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 54 A need that has been shaped...

1. Steve wants to eat a Cool Mint Chocolate Clif Bar because, based on his past experience, he knows it will satisfy his hunger

preference.

need.

utility.

perception.

expression.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 55 Steve wants to eat a Cool Mint Chocolate Cli...

1. A need refers to a

sense of personal inadequacy based upon observations by others around you.

sense of urgency, which causes a person to take action.

feeling that is shaped by a person's knowledge, culture, or personality.

feeling of vague lacking, but not fully understanding what may be required.

feeling of deprivation of basic necessities such as food, clothing, and shelter.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 56 A need refers to a

1. All of these are examples of products or services that satisfy a consumer need *except* which?

a pair of socks

an apple

a student dormitory

a sales tax

a jacket

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 57 All of these are examples of products or ser...

1. Which statement best distinguishes between consumer needs and wants?

Needs are far more influential than wants with respect to marketing decision making.

Wants affect marketing decisions primarily for planned purchases while needs affect marketing decisions primarily for impulse purchases.

Wants occur when a person feels deprived of luxury items while needs are solely possessions required to maintain relationships.

Needs and wants are psychologically the same, but needs are those that a consumer can be guaranteed to satisfy.

Needs occur when a person feels deprived of basic necessities such as food, clothing, and shelter while wants are determined by a person's knowledge, culture, or personality.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 58 Which statement best distinguishes between c...

1. A want refers to a

sense of personal inadequacy based upon observations by others around you.

powerful desire that causes a person to take action.

need that is shaped by a person's knowledge, culture, or personality.

feeling of being deprived of something, but not fully understanding what it may be.

feeling of deprivation of basic necessities such as food, clothing, and shelter.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 59 A want refers to a

1. A television advertisement shows several teenagers searching through the pantry for something to satisfy their hunger. The pantry offers the teenagers many alternatives—cereal, chips, cookies, and some Cool Mint Chocolate Clif Bars. The ad, which shows the teens happily selecting the Clif Bars, appeals to the consumers'\_\_\_\_\_\_\_\_ for sustenance to satisfy their hunger and attempts to shape their\_\_\_\_\_\_\_\_ for the advertised product.

needs; wants

requirements; needs

wants; preferences

demands; needs

preferences; enthusiasm

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 60 A television advertisement shows several tee...

1. In a marketing context, a market refers to

people with a similar want for a particular product or service.

people with both the desire and ability to buy a specific offering.

the central location for all buying and selling of products and services.

an open space or covered building where vendors convene to sell their offerings.

the free operation of supply and demand.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 61 In a marketing context, a market refers to

1. People with both the desire and ability to buy a specific offering are referred to as

shoppers.

a customer base.

a market.

qualified prospects.

candidates.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 62 People with both the desire and ability to b...

1. All markets ultimately are composed of

people.

brands.

products.

organizations.

locations.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 63 All markets ultimately are composed of

1. The best description of the market for cosmetic dentistry, where costs can be as much as $15,000 for teeth straightening and whitening, is

toddlers with crooked baby teeth, when crooked teeth run in the family.

all former smokers who have been smoke-free for at least one year.

anyone who has the time, the money, and the desire to undergo the procedures.

anyone who has dental insurance.

adults who want to make a good first impression for an event.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 64 The best description of the market for cosme...

1. In Figure 1-3, "A" represents \_\_\_\_\_\_\_\_ and "B" represents
</strong></p>

decisions by management; purchases by customers

employees efforts; stakeholder rewards

sales department; manufacturing department

suppliers; distributors

discovering consumer needs; satisfying consumer needs

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 65 In Figure 1-3, "A" represents \_\_\_\_\_\_\_\_ and ...

1. Discovering consumer needs leads directly to

purchases by customers.

stakeholder rewards.

sales and manufacturing department outcomes.

supplier and distributor outcomes.

concepts for new products.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 66 Discovering consumer needs leads directly to

1. Satisfying consumer needs is accomplished by

implementing a marketing program.

conducting marketing research.

discovering consumer needs.

developing a distribution strategy.

identifying target markets.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 67 Satisfying consumer needs is accomplished by

1. Product, price, promotion, and place are all components of

the firm's required ongoing activities.

the marketing mix.

factors used to examine competitors' products.

the cluster of benefits that an organization develops to satisfy consumers' needs.

people with both the desire and the ability to buy a specific offering.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 68 Product, price, promotion, and place are all...

1. A target market is defined as

customers who have already purchased a firm's product at least once, have been satisfied, and are likely to be repeat purchasers.

both existing and potential customers who have used a competitor's product, are dissatisfied, and who now seek a different product or service to satisfy their needs.

a specific group of current consumers toward which an organization directs its advertising.

existing or potential consumers who are seeking a product for which there are no current substitutes.

one or more specific groups of potential consumers toward which an organization directs its marketing program.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 69 A target market is defined as

1. One or more specific groups of potential consumers toward which an organization directs its marketing program is referred to as a\_\_\_\_\_\_\_\_ market.

mass

base

potential

target

promotional

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 70 One or more specific groups of potential con...

1. Kraft produces Lunchables, a prepackaged meal usually consisting of several crackers, small slices of meat, and small slices of cheese. Other items in the product line contain small bottles of Chiquita Strawberry Banana Fruit smoothie, Capri-Sun juice, or Kool-Aid. The box is bright yellow and the quantity of food contained within it is small. The target market for Kraft Lunchables is most likely

parents with school-age children who pack a simple, easy lunch for them.

business people looking for a satisfying breakfast at the office.

business travelers on the run.

teenagers who have missed a meal for after-school activities.

baby boomers who are trying to lose weight.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 71 Kraft produces Lunchables, a prepackaged mea...

1. Which people would most likely be the best target market for tickets to the home games of the Indianapolis Colts professional football team?

all people with an interest in professional football

all people in the Midwest who have an interest in sports

all men who played on a varsity football team in high school

all people in the Indianapolis and surrounding areas interested in football

all people in Indiana who watch football on TV

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 72 Which people would most likely be the best t...

1. Which group would be the *least* likely target market for a company producing canned food in single-serving sizes?

single adults

school kitchens

campers

senior citizens

vending machine owners

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 73 Which group would be the least likely target...

1. TUMI brand briefcases are very expensive, high-end briefcases that are generally sold in specialty luggage shops. Which group of people would be the most likely target market for TUMI briefcases?

police officers

executives

construction workers

massage therapists

students

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 74 TUMI brand briefcases are very expensive, hi...

1. The United States Army was both praised and criticized for its use of a popular video game, America's Army, which was designed to reach potential recruits. The game's creator, Colonel Casey Wardynski, wanted to provide a sense of the training and teamwork one could find in the Army's military environment. The game was designed for "boys 14 years or older," which represent the Army's

mass market.

actual recruits.

restricted market.

target market.

untapped market.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 75 The United States Army was both praised and ...

1. A local university offers business courses for a target market of people who currently work and want to take refresher courses for certification in their business field (marketing, accounting, etc.). What would be the most effective way to communicate with the target market, bearing in mind that communication must be both effective and economical?

Put announcements on campus bulletin boards.

Distribute promotional materials during classes.

Advertise on national television.

Advertise on local hip-hop radio shows.

Advertise on LinkedIn, a social media network for professionals.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 76 A local university offers business courses f...

1. The marketing manager's controllable factors—product, price, promotion, and place—that can be used to solve a marketing problem are referred to as

the marketing concept.

the marketing mix.

the marketing program.

environmental forces.

the marketing toolbox.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 77 The marketing manager&#39;s controllable...

1. The marketing mix refers to

the selection of product benefits and attributes that are to be added to or subtracted from a given product to create variations within a product line.

the specific ratio within a budget that divides resources between advertising, sales promotion, and personal selling.

the marketing manager's controllable factors—product, price, promotion, and place—that can be used to solve a marketing problem.

the allocation of resources within a firm toward individual marketing programs.

the environmental forces—social, economic, technological, competitive, and regulatory—that impact the marketing decisions for a particular product at any given time.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 78 The marketing mix refers to

1. Which would a marketer use as a synonym for the marketing mix?

the four Ps of marketing

environmental forces

macromarketing forces

marketing management factors

micromarketing factors

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 79 Which would a marketer use as a synonym for ...

1. The four Ps of the marketing mix are

priorities, personnel, placement, and profits.

prediction, production, price, and promotion.

product, price, production, and place.

product, price, promotion, and place.

prediction, production, packaging, and persuasion.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 80 The four Ps of the marketing mix are

1. All of these constitute the four Ps of the marketing mix *except* which?

promotion

profitability

price

place

product

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 81 All of these constitute the four Ps of the m...

1. The four Ps are commonly known as

the environmental or uncontrollable forces.

the environmental or controllable factors.

the marketing mix or controllable factors.

the marketing mix or uncontrollable forces.

environmental factors, both controllable and uncontrollable.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 82 The four Ps are commonly known as

1. The marketing mix elements are called\_\_\_\_\_\_\_\_\_\_ because they are the responsibility of the marketing department in an organization.

administrative forces

profitability drivers

stakeholder value generators

target market segments

controllable factors

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 83 The marketing mix elements are called \_\_\_\_\_\_...

1. Jakubowski Farms Gourmet Bread Base is the brand name for a mix designed for use in bread making machines. The mixes are sold in 2-pound canisters for $14.99 plus shipping. People learn about the product through word of mouth and bread machine demonstrations the company's founder gives to groups in Wisconsin, where she lives. The products are only available online at the company's website. This is a description of the company's

action plan.

market segmentation strategy.

mission statement.

marketing mix.

target market.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 84 Jakubowski Farms Gourmet Bread Base is the b...

1. The element of the marketing mix that describes a good, service, or idea to satisfy consumers' needs is known as

the product.

the industry.

promotion.

the place or distribution.

a market segment.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 85 The element of the marketing mix that descri...

1. The owners of Old School Brand Authentic Antique Foods researched Civil War records to come up with recipes used for the old-fashioned cookies the company produces and markets. The cookies represent which part of the company's marketing mix?

process

price

product

place

people

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 2 Medium
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 86 The owners of Old School Brand Authentic Ant...

1. The element of the marketing mix that describes what is exchanged for a product is known as

a product.

the price.

promotion.

the place or distribution.

profit.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 87 The element of the marketing mix that descri...

1. Which element of the marketing mix is affected when the Mandarin Oriental hotel in New York increases its weekend rates to $795 per night?

product

price

promotion

place

production

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 2 Medium
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 88 Which element of the marketing mix is affect...

1. The element of the marketing mix demonstrated when an art gallery suggests a $2 donation at the door is

philanthropy.

place.

product.

promotion.

price.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 89 The element of the marketing mix demonstrate...

1. To attend a winter concert presented by the community chorus, every attendee was asked to donate one unwrapped toy at the concert hall door. The donation is most closely related to the\_\_\_\_\_\_\_\_ element of the marketing mix.

product

philanthropy

price

place

promotion

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 90 To attend a winter concert presented by the ...

1. The element of the marketing mix that describes a means of communication between the seller and buyer is known as

a product.

promotion.

the price.

the place or distribution.

advertising.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 91 The element of the marketing mix that descri...

1. The owners of Old School Brand Authentic Antique Foods researched Civil War records to come up with recipes for the heritage products they market. An offer to be featured in an upcoming edition of *Taste of Home magazine* would be considered part of the\_\_\_\_\_\_\_\_ element of the marketing mix.

product

price

persuasion

promotion

place

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 92 The owners of Old School Brand Authentic Ant...

1. The\_\_\_\_\_\_\_\_ element of the marketing mix is demonstrated when a company runs a video advertisement on Hulu.

product

price

promotion

place

process

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 93 The \_\_\_\_\_\_\_\_ element of the marketing mix is...

1. When a company uses advertising on Instagram, this tactic is part of the\_\_\_\_\_\_\_\_ element of the marketing mix.

product

price

promotion

place

process

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 94 When a company uses advertising on Instagram...

1. The element of the marketing mix that describes a means of getting the product to the consumer is known as

a product.

the price.

promotion.

the place.

the process.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 95 The element of the marketing mix that descri...

1. The\_\_\_\_\_\_\_\_ element of the marketing mix is demonstrated when Amazon delivers packages to a customer's front porch via its own drivers and fleet vehicles.

place

product

price

promotion

procurement

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 96 The \_\_\_\_\_\_\_\_ element of the marketing mix is...

1. The ability to buy an energy drink from a vending machine demonstrates which element of the marketing mix?

product

price

promotion

place

process

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 97 The ability to buy an energy drink from a ve...

1. The uncontrollable forces in a marketing decision involving social, economic, technological, competitive, and regulatory forces are referred to as

the Five Fs of marketing.

environmental forces.

business conditions.

a marketing ecosystem.

the business sphere.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 98 The uncontrollable forces in a marketing dec...

1. Which of these is *not* an environmental force?

technological

regulatory

administrative

competitive

economic

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 99 Which of these is not an environmental force...

1. In marketing, environmental forces refer to

the internal strengths of a company that enable the firm to remain competitive.

the marketing manager's uncontrollable factors-product, price, promotion, and place-that can be used to solve marketing problems.

the unpredictable or uncontrollable availability of natural resources that can enhance or restrain a company's growth.

the marketing manager's uncontrollable forces in a marketing decision involving social, economic, technological, competitive, and regulatory forces.

the marketing manager's controllable forces in a marketing decision involving social, economic, technological, competitive, and regulatory forces.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 100 In marketing, environmental forces refer to

1. The five major environmental forces affecting marketing decisions are

climate change, natural resources, pollution, natural disasters, and global conflict.

social, technological, economic, competitive, and regulatory.

corporate ownership, internal management, supplier partnerships, strategic alliances, and customer relationships.

product, price, promotion, place, and people.

ethics, sustainability, cultural awareness, diversity, and values.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 101 The five major environmental forces affectin...

1. Which statement about environmental forces is most accurate?

Environmental forces are almost always controllable if the marketing department correctly scans them.

An organization that incorporates the marketing concept can exert just as much influence on environmental forces as they can exert on that organization.

Environmental forces consistently result in negative outcomes for an organization.

Some environmental forces can actually enhance a firm's marketing opportunities.

Environmental forces can almost always be predicted.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 102 Which statement about environmental forces i...

1. Which statement describes an environmental force?

Several states have legislation that requires people transporting children to use age- and height-appropriate car seats.

A direct sales cosmetic company has more than 200,000 independent dealers who market its entire product line.

A car battery comes with a lifetime guarantee.

An automobile dealer offers a $500 rebate during the month of July.

A major bottler offers a 10-cent refund on returnable bottles.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > MC Qu. 103 Which statement describes an environmental f...

1. The unique combination of benefits received by targeted buyers that includes quality, convenience, on-time delivery, and before- and after-sale service at a specific price is called

customer value.

target marketing.

benefit proposition.

value-based marketing.

a customer value proposition.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 104 The unique combination of benefits received ...

1. Customer value refers to

the need of a customer to receive the highest-quality product at the lowest possible price.

the least expensive product that will provide customers with most of the basic benefits.

a statement that, before product development begins, identifies a well-defined target market; specific customers' needs, wants, and preferences; and what the product will be and do to satisfy consumers.

the unique combination of benefits received by targeted buyers that includes quality, convenience, on-time delivery, and both before-sale and after-sale service at a specific price.

the cluster of benefits that an organization promises customers to satisfy their needs.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 105 Customer value refers to

1. Which statement about customer value is most accurate?

Target customers assess customer, regardless of the price.

Loyal customers are less profitable to firms in the long run since they expect lower prices over time in order to remain loyal.

Research suggests that firms can be most successful by being all things to all consumers.

It is impossible to place a dollar value on a loyal, satisfied customer.

By providing unique value for targeted buyers, firms can build long-term relationships with them.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 106 Which statement about customer value is most...

1. According to the text, Target has been successful by offering consumers the best

experience.

products.

customer service.

availability.

price.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 107 According to the text, Target has been succe...

1. According to the text, Starbucks provides its customers with the best

branding.

products.

price.

customer service.

availability.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 108 According to the text, Starbucks provides it...

1. If a bank is known for delivering customer value through its focus on taking great care of customers, it is most likely focusing on providing its customers with the best

assortment.

products.

price.

customer service.

availability.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Customer value
Source : Chapter 01 Test Bank > MC Qu. 109 If a bank is known for delivering customer v...

1. Those who have flown on Singapore Air have experienced firsthand the great food that is served during the flight, the friendliness of the flight attendants, and the comfortable seating. Singapore Air creates customer value by providing its customers with

the best airport experience.

the most convenient flight schedules.

the best price for the distance traveled.

the best in-flight service.

the greatest sense of personal safety.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 110 Those who have flown on Singapore Air have e...

1. Relationship marketing refers to

the selection and the assignment of a firm's personnel for a specific product or product line to a group of current or prospective customers.

the belief that it is easier and less expensive to find new customers than to retain old ones.

the linking of the organization to its individual customers, employees, suppliers, and other partners for their mutual long-term benefits.

the process of identifying prospective buyers, understanding them intimately, and developing favorable long-term perceptions of the organization and its offerings so that buyers will choose them in the marketplace.

exclusive legally binding contractual agreements between retailers and customers in order to create enhanced value for each party.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : CRM
Source : Chapter 01 Test Bank > MC Qu. 111 Relationship marketing refers to

1. The linking of the organization to its individual customers, employees, suppliers, and other partners for their mutual long-term benefit is referred to as

relationship marketing.

exclusive dealing.

loyalty marketing.

customer relationship management.

symbiotic marketing.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : CRM
Source : Chapter 01 Test Bank > MC Qu. 112 The linking of the organization to its indiv...

1. Which statement about relationship marketing is most accurate?

Relationship marketing has a short-term focus: increasing profits for the firm.

Relationship marketing prevents the need to offer unique value to customers.

Relationship marketing provides benefits for both customers and the organization.

Very few companies today are engaged in relationship marketing.

The Internet almost always has a negative impact on a firm's personal relationships with customers.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : CRM
Source : Chapter 01 Test Bank > MC Qu. 113 Which statement about relationship marketing...

1. In the performing arts world, Tessitura uses box office technology to track every patron transaction, including ticket purchases, fund-raising, volunteering, and gift shop purchases, in one database. The information can help symphonies, operas, and theaters develop customer profiles to tailor sales messages to specific individuals. Tessitura will allow arts groups to engage in

market aggregation.

relationship marketing.

societal marketing.

market mining.

mainstream marketing.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : CRM
Source : Chapter 01 Test Bank > MC Qu. 114 In the performing arts world, Tessitura uses...

1. NYX Cosmetics sent packages to YouTube influencers to unbox on their channels and created a contest to select its Beauty Vlogger of the Year. NYX's FACE Awards flew 6 finalists to Los Angeles to present one of their videos live at the award show. This is an example of

supplier management.

customer valuation.

societal marketing.

market aggregation.

relationship marketing.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : CRM
Source : Chapter 01 Test Bank > MC Qu. 115 NYX Cosmetics sent packages to YouTube influ...

1. A business traveler joined the Starwood Preferred Guest Program in order to earn points each time she stayed overnight in a Westin or Sheraton hotel. Once she has accumulated enough points, she can trade in his points 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. For Starwood, this scenario is best described as

relationship marketing.

customer satisfaction promotion.

customer segmentation.

customer valuation.

supplier-consumer partnership.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : CRM
Source : Chapter 01 Test Bank > MC Qu. 116 A business traveler joined the Starwood Pref...

1. A marketing program refers to

a plan that integrates the marketing mix to provide a good, service, or idea to prospective buyers.

the selection of product benefits and attributes that are added to or subtracted from a given product to create variations within a product line.

the marketing manager's controllable factors—product, price, promotion, and place—that can be used to solve a marketing problem.

the specific ratio within a marketing budget that divides resources between advertising, promotions, and personal selling.

the allocation of resources within a firm toward individual marketing mix elements.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Elements of the Marketing Plan
Source : Chapter 01 Test Bank > MC Qu. 117 A marketing program refers to

1. A\_\_\_\_\_\_\_\_ is a plan that integrates the marketing mix to provide a good, service, or idea to prospective buyers.

marketing strategy

marketing program

macromarketing tactic

micromarketing tactic

customer relationship profile

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Elements of the Marketing Plan
Source : Chapter 01 Test Bank > MC Qu. 118 A \_\_\_\_\_\_\_\_ is a plan that integrates the mar...

1. After an assessment of needs, a marketing manager must translate ideas from consumers into concepts for products that a firm may develop. The concepts must then be converted into a tangible

mission statement.

macromarketing agenda.

micromarketing agenda.

marketing program.

marketing concept.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Elements of the Marketing Plan
Source : Chapter 01 Test Bank > MC Qu. 119 After an assessment of needs, a marketing ma...

1. Market segments refer to

the relatively heterogeneous groups of prospective buyers that result from the market segmentation process.

all buyers of a product or service who have previously purchased a particular firm's products or services and who intend to repeat that purchase sometime in the future.

the smallest number of buyers that have similar needs but do not react similarly in a buying situation.

the relatively homogenous groups of prospective buyers that have common needs and will respond similarly to a marketing action.

all potential buyers of a product or service who intend to purchase a firm's products or services but who have not yet done so.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 120 Market segments refer to

1. In marketing, each\_\_\_\_\_\_\_\_ consists of people who are relatively similar to each other in terms of their consumption behavior.

market segment

demographic cluster

organizational buyer group

ultimate consumer group

qualified prospect group

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 121 In marketing, each \_\_\_\_\_\_\_\_ consists of peop...

1. An inventor for 3M, David Windorski, and a team of four college students, questioned students about how they study. The students told the research team

that Scotch tape had outgrown its usefulness to students.

to make new products that were more environmentally friendly.

that the average backpack was already too heavy.

that it would be reasonable to put Post-it Flags together with a highlighter.

to determine the ratio of sales of 3M products to those of competitors' study aid products.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 122 An inventor for 3M, David Windorski, and a t...

1. The purpose of the introduction of 3M Post-it Flag Highlighters was to

stay ahead of trends and focus its marketing program on only one segment.

stay ahead of trends and focus its marketing program on expanding distribution.

increase production economies of scale by reducing manufacturing and marketing costs for Post-it Flags and Post-it Notes.

preempt a competitive move by Sanford's Sharpie to introduce a similar product.

help college students with their studying.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 123 The purpose of the introduction of 3M Post-i...

1. Which statement about 3M's marketing program for Post-it Flag Highlighters and Post-it Flag Pens is most accurate?

In his first attempt, David Windorski, a 3M inventor, designed the Post-it Flag Highlighter in exactly the right way to appeal to its target market.

Paralegals were initially the intended target market for the Post-it Flag Highlighter.

David Windorski, a 3M inventor, developed the Post-it Flag Pen for the office worker segment.

The Post-it Flag Highlighter was not successful and was deleted from the Post-it Flag product line.

In development of the Post-it Flag Highlighter, David Windorski examined similar products of 3M's major competitors and simply made changes that would provide the "wow" factor.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > MC Qu. 124 Which statement about...

1. The pricing strategy for 3M's Post-it Flag Highlighters was to

match its principal competitors' highlighters' prices.

charge a price that would be reasonable for the target customer segment and provide a profit to distributors and itself.

set an initially low price with the intent of bringing down the price even further later if sales were less than anticipated.

place the product in discount office supply retailers to make it easier to purchase.

use the same pricing strategy as its 3M's Post-it Flag and Post-it Note offerings.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 125 The pricing strategy...

1. The 3M Post-it Flag Highlighter and Pen marketing programs discussed in the text were designed for what primary objective?

the initial launch of two new 3M products

specific promotions to be used for long-range strategies

segmenting the market into 12 specific target market segments

marketing 3M products to foreign markets

positioning the products relative to major competitors

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 126 The 3M Post-it Flag Highlighter and Pen mark...

1. The place strategy in 3M's marketing program made it convenient for\_\_\_\_\_\_\_\_ to buy Post-it Flag Highlighters and Post-it Flag Pens.

external salespeople only

college students only

office workers only

college students and office workers

teachers only

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 127 The place strategy in...

1. Based on the marketing program 3M developed for its Post-it Flag Highlighters and Post-it Flag Pens, one can conclude that

the market segments for Post-it Flag Highlighters and Post-it Flag Pens are identical.

the market segments for Post-it Flag Highlighters and Post-it Flag Pens are not realistic.

the Post-it Flag Highlighters and Post-it Flag Pens are priced unreasonably for the target markets.

the prices for 3M's Post-it Flag Highlighters and Post-it Flag Pens are set to maximize 3M's profits, not its distributors' profits.

the promotion strategy is designed to increase awareness among potential users.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 128 Based on the marketing program 3M developed ...

1. With respect to the history of American business, the\_\_\_\_\_\_\_\_ era covered the early years of the United States up until the 1920s.

ales

marketing concept

customer relationship

market orientation

production

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 129 With respect to the history of American busi...

1. If you wanted a new pair of shoes during the Civil War, you traced the outline of your foot on a piece of paper and gave it to a shoemaker. There was no distinction between the right and left foot because you wanted your shoes as quickly as possible, and the shoemaker knew that you would buy them even if they just "sort of" fit. This is an example of a transaction that would have occurred during the\_\_\_\_\_\_\_\_ era in U.S. business history.

marketing concept

sales

production

social entrepreneurship

market orientation

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 130 If you wanted a new pair of shoes during the...

1. With respect to the history of American business, the\_\_\_\_\_\_\_\_ era covered the years from the 1920s to the 1960s.

production

sales

marketing concept

customer relationship

market orientation

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 131 With respect to the history of American busi...

1. The period of American business history when firms could produce more goods than they could sell and the focus was on hiring more salespeople to seek out new customers is referred to as the\_\_\_\_\_\_\_\_ era.

sales

marketing concept

production

goods

market orientation

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 132 The period of American business history when...

1. Shortly after World War II, John Jackson developed and began selling a machine lubricant that was superior to anything currently on the market. While demand kept up with production at first, several strong competitors added new products and he soon had to hire a sales force to sell excess product to manufacturing companies in the area. This is an example of marketing behavior that would occur during the\_\_\_\_\_\_\_\_ era of U.S. business history.

marketing concept

production

goods

sales

social entrepreneurship

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 133 Shortly after World War II, John Jackson dev...

1. In the movie *Tin Men*, two rival salesmen engaged in a variety of dishonest and unethical practices in order to sell aluminum siding to homeowners in 1963. 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 U.S. business history.

goods

sales

production

market orientation

societal marketing

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 134 In the movie Tin Men, two rival salesmen eng...

1. Imagine a confectionary company has introduced a new nutty candy bar during the 1930s (the sales era in U.S. business history). Which statement would you *most likely* expect management to make if sales of this new candy bar were much lower than expected?

"We'd better do some market testing to determine why people are dissatisfied."

"Perhaps we should make candy bars with raisins."

"Let's put more aggressive salespeople in the field."

"Let's lower the price and change the name."

"Don't worry about it; we're the largest candy manufacturer in the area. Sooner or later they'll get hungry enough that they'll come to us."

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 135 Imagine a confectionary company has introduc...

1. In U.S. business history, the marketing concept era was introduced in

the mid-19th century.

the 1920s.

the 1950s.

the mid-1980s.

the early 21st century.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 136 In U.S. business history, the marketing conc...

1. The\_\_\_\_\_\_\_\_ concept means that an organization strives to satisfy consumer needs while achieving its goals.

marketing

sales

production

societal benefit

customer relationship

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 137 The \_\_\_\_\_\_\_\_ concept means that an organizat...

1. Which statement about the marketing concept is most accurate?

The marketing concept can trace its roots to early Greek culture.

The idea of the marketing concept is that both companies and consumers can satisfy their needs.

In using the marketing concept, companies focus on sales and advertising.

The marketing concept is most effective when production is limited and the product will sell itself.

All U.S. firms are now operating with a marketing concept philosophy.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 138 Which statement about the marketing concept ...

1. The idea that an organization should strive to satisfy the needs of consumers while also trying to achieve the organization's goals reflects the

concept of synergy.

marketing concept.

principle of customer relationship management.

societal marketing concept.

consumerism concept.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 139 The idea that an organization should strive ...

1. The marketing concept refers to

the activity for creating, communicating, delivering, and exchanging offerings that benefit its customers, the organization, its stakeholders, and society at large.

the belief that an organization should continuously collect information about customers' needs, share this information across departments, and use it to create customer value.

the view that organizations should satisfy the needs of consumers in a way that provides for society's well-being.

the process of identifying prospective buyers, understanding them intimately, and developing favorable long-term perceptions of the organization and its offerings so that buyers will choose them in the marketplace.

the idea that an organization should strive to satisfy the needs of consumers while also trying to achieve the organization's goals.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 140 The marketing concept refers to

1. Which term best describes the marketing concept?

consumer-oriented

production-oriented

sales-oriented

society-oriented

competition-oriented

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 141 Which term best describes the marketing conc...

1. In 1952, General Electric's annual report stated, "The concept introduces...marketing...at the beginning rather than the end of the production cycle and integrates marketing into each phase of the business." This is a brief statement of what has come to be known as the

sustainability perspective.

age of consumerism.

sales concept.

marketing concept.

customer relationship management concept.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 142 In 1952, General Electric&#39;s annual...

1. Firms such as Southwest Airlines, Marriott, and Facebook have achieved great success by putting a huge effort into implementing the marketing concept, giving their firms a\_\_\_\_\_\_\_\_ orientation.

production

sales

customer relationship

service

market

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 143 Firms such as Southwest Airlines, Marriott, ...

1. Some companies have very restrictive return policies, often only accepting returns for store credit or even not accepting them at all. Though these policies have a positive effect on sales figures, some customers end up frustrated because they have legitimate reasons they wish to return merchandise. Very restrictive return policies are likely a violation of

the marketing concept.

the customer profile concept.

consumerism.

social entrepreneurship.

cause marketing.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 144 Some companies have very restrictive return ...

1. An organization with a market orientation

focuses its efforts on continuously collecting information about the environment, keeping abreast of competitors' actions, and using this information to create product innovation.

identifies prospective buyers, understands them intimately, and develops favorable long-term perceptions of the organization and its offerings so that they will choose it in the marketplace.

strives to satisfy the needs of consumers while also trying to achieve its goals.

satisfies the needs of consumers in a way that provides for society's well-being.

focuses its efforts on continuously collecting information about customers' needs, sharing this information across departments, and using it to create customer value.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 145 An organization with a market orientation

1. An organization that focuses its efforts on continuously collecting information about customers' needs, sharing this information across departments, and using it to create customer value is said to have a

product orientation.

macroeconomic orientation.

market orientation.

flexible orientation.

societal marketing orientation.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 146 An organization that focuses its efforts on ...

1. With respect to the history of American business, today's firms operate in the\_\_\_\_\_\_\_\_ era as they must continuously seek to satisfy the high expectations of customers.

production

sales

marketing concept

customer relationship

societal marketing

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 147 With respect to the history of American busi...

1. In Figure 1-5, "A" represents which era in U.S. business history?



sales era

consumerism era

marketing concept era

customer relationship era

production era

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 148 In Figure 1-5, "A" represents which era in U...

1. In Figure 1-5, "B" represents which era in U.S. business history?

</strong></p>

sales era

production era

consumerism era

marketing concept era

customer relationship era

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 149 In Figure 1-5, "B" represents which era in U...

1. In Figure 1-5, "C" represents which era in U.S. business history?

</strong></p>

sales era

production era

consumerism era

marketing concept era

customer relationship era

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 150 In Figure 1-5, "C" represents which era in U...

1. In Figure 1-5, "D" represents which era in U.S. business history?

</strong></p>

sales era

production era

consumerism era

marketing concept era

customer relationship era

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > MC Qu. 151 In Figure 1-5, "D" represents which era in U...

1. Customer relationship management refers to the

view that organizations should satisfy the needs of consumers in a way that provides for society's well-being.

process of identifying prospective buyers, understanding them intimately, and developing favorable long-term perceptions of the organization and its offerings so buyers will choose them in the marketplace.

idea that an organization should strive to satisfy the needs of consumers while also trying to achieve the organization's goals.

links an organization has to its individual customers, employees, suppliers, and other partners for their mutual long-term benefit.

cluster of benefits that an organization promises customers to satisfy their needs.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : CRM
Source : Chapter 01 Test Bank > MC Qu. 152 Customer relationship management refers to t...

1. The United Way of Greater Toronto (UWGT), like many charities, was sitting on a gold mine of donor data. Unfortunately, UWGT was not certain how to use that information to its greatest advantage. UWGT could blanket past donors with generic mailings, but it could not offer donors information that would convince them to donate to UWGT over other charities. Which tool would be most useful for the nonprofit organization to use?

a flexible marketing system

a database warehouse

customer relationship management

competitive intelligence

a profit-oriented marketing program

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : CRM
Source : Chapter 01 Test Bank > MC Qu. 153 The United Way of Greater Toronto (UWGT), li...

1. The internal response that customers have to all aspects of an organization and its offerings is referred to as

customer experience.

relationship marketing.

internal customer audit.

internal marketing.

customer relationship management.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : CRM
Source : Chapter 01 Test Bank > MC Qu. 154 The internal response that customers have to...

1. Customer experience refers to

the practice of building ties to customers based on a salesperson's attention and commitment to customer needs over time.

the links an organization has to its customers for their mutual long-term benefits.

the process of identifying prospective buyers, understanding them intimately, and developing favorable long-term perceptions of the organization and its offerings so that buyers will choose them in the marketplace.

the internal response that customers have to all aspects of an organization and its offerings.

the activities in which a firm participates to create a positive buying experience for customers.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : CRM
Source : Chapter 01 Test Bank > MC Qu. 155 Customer experience refers to

1. Trader Joe's is consistently ranked as one of America's favorite supermarket chains for its outstanding\_\_\_\_\_\_\_\_, including personal attention from employees in the store.

customer value proposition

relationship marketing

customer experience

internal marketing

customer profiling

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : CRM
Source : Chapter 01 Test Bank > MC Qu. 156 Trader Joe&#39;s is consistently ranked...

1. All of these are aspects of Trader Joe's customer experience *except* which?

It has a large and state-of-the-art research and development facility.

It offers unique food products not available from other retailers.

Its commitment to customer experience has resulted in its rank as a favorite supermarket.

It sets low prices by offering its own brands, not national ones.

It encourages employee "engagement" to help customers.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : CRM
Source : Chapter 01 Test Bank > MC Qu. 157 All of these are aspects...

1. Today, the standards of marketing practice have shifted from the interests of producers to the interests of

nonprofit organizations.

government.

retailers.

stockholders.

consumers.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Corporate Social Responsibility
Source : Chapter 01 Test Bank > MC Qu. 158 Today, the standards of marketing practice h...

1. Social responsibility is the

view that organizations should satisfy the needs of consumers in a way that provides for society's well-being.

fundamental, passionate, and enduring principles of an organization that guide its conduct over time.

idea that an organization should strive to satisfy the needs of consumers while also trying to achieve the organization's goals.

idea that individuals and organizations are accountable to a larger society.

recognition of the need for organizations to improve the state of people, the planet, and profit simultaneously if they are to achieve sustainable, long-term growth.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Corporate Social Responsibility
Source : Chapter 01 Test Bank > MC Qu. 159 Social responsibility is the

1. The idea that individuals and organizations are accountable to a larger society is known as

the societal marketing concept.

social responsibility.

consumerism.

sustainable development.

capitalism.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Corporate Social Responsibility
Source : Chapter 01 Test Bank > MC Qu. 160 The idea that individuals and organizations ...

1. Oil manufacturers know that some consumers change the oil in their cars themselves and dump the used oil down sewer drains that ultimately flow into local rivers. Which is the most appropriate response, assuming the oil company is concerned with social responsibility?

Consumers pay for the oil and can dispose of it however they choose.

The oil company will add a premium to the price so the costs of any oil cleanup is borne by the customers.

The oil company will develop a PR campaign to avoid bad press.

The polluted water affects society at large so the oil company will take action to prevent such disposal.

This is an issue local communities should address with their residents.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Corporate Social Responsibility
Source : Chapter 01 Test Bank > MC Qu. 161 Oil manufacturers know that some consumers c...

1. Which concept most likely explains why pharmaceutical giant Pfizer offered low-income senior citizens many of its most widely used prescriptions for $15 each per month?

the profit motive since aging baby boomers are a large, profitable market

the social responsibility concept

the necessity of matching competitors' actions

new regulatory Medicare mandates as a result of the Affordable Care Act

the mandate by its industry's code of ethics

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Corporate Social Responsibility
Source : Chapter 01 Test Bank > MC Qu. 162 Which concept most likely explains why pharm...

1. What is the societal marketing concept?

The moral principles and values that govern the actions and decisions of an organization.

The idea that organizations are part of a larger society and are accountable to that society for their actions.

An active attempt to understand customer needs and satisfy them while satisfying the firm's goals.

An approach that involves conducting business in a way that protects the natural environment while making economic progress.

The view that an organization should satisfy the needs of consumers in a way that provides for society's well-being.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Corporate Social Responsibility
Source : Chapter 01 Test Bank > MC Qu. 163 What is the societal marketing concept?

1. The view that holds an organization should satisfy the needs of consumers in a way that also provides for society's well-being is known as

the societal marketing concept.

the marketing concept.

consumerism.

social responsibility.

capitalism.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Corporate Social Responsibility
Source : Chapter 01 Test Bank > MC Qu. 164 The view that holds an organization should s...

1. Innovators at 3M developed Scotchbrite Greener Clean scrub sponges made from agave leaves. Customers appreciate this superior product (they don't rust or scratch) and like the fact that their purchase is environmentally responsible, making this an example of

the societal marketing concept.

the marketing concept.

consumerism.

target markets.

capitalism.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Corporate Social Responsibility
Source : Chapter 01 Test Bank > MC Qu. 165 Innovators at 3M developed Scotchbrite Green...

1. What kinds of organizations should engage in marketing?

only those that can afford to advertise

only very large and established for-profit organizations

only Fortune 5,000 companies

every kind of organization

only organizations with a profit motive

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Analyze
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > MC Qu. 166 What kinds of organizations should engage in...

1. Which organization engages in marketing? Choose the best answer.

the Chicago Cubs

the San Francisco Opera

the City of Denver

the President of the United States

Every organization or individual can engage in marketing to some extent.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > MC Qu. 167 Which organization engages in marketing? Cho...

1. Which statement best describes a good?

Goods are physical objects.

Goods are the only currency that can be used in an exchange.

Goods are intangible concepts and thoughts about ideas or causes.

Goods are the benefits organizations receive for selling products and services.

Goods can be either tangible or intangible.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Components and Classifications of Products and Services
Source : Chapter 01 Test Bank > MC Qu. 168 Which statement best describes a good?

1. Which statement best describes a service?

Services are physical objects.

Services are intangible items.

Services are thoughts about concepts, actions, or causes.

Services are the benefits organizations receive in exchange for selling products.

Services comprise the subset of tangible features of products.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Components and Classifications of Products and Services
Source : Chapter 01 Test Bank > MC Qu. 169 Which statement best describes a service?

1. Organizations such as Uber, Citibank, and St. Jude Children's Research Hospital each provide customers with a product that is typically called

a utility.

a performance.

a service.

a value.

an idea.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Components and Classifications of Products and Services
Source : Chapter 01 Test Bank > MC Qu. 170 Organizations such as Uber, Citibank, and St...

1. A skydiving experience cannot be touched like a physical object, but is still considered a product. To a marketer, this is an example of

a utility.

a production.

a value.

a service.

an idea.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Components and Classifications of Products and Services
Source : Chapter 01 Test Bank > MC Qu. 171 A skydiving experience cannot be touched lik...

1. In marketing, thoughts about concepts, actions, or causes are referred to as

utilities.

experiences.

values.

ideas.

services.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Components and Classifications of Products and Services
Source : Chapter 01 Test Bank > MC Qu. 172 In marketing, thoughts about concepts, actio...

1. A product is

an item that consists of the benefits or customer value received by its sellers.

the cluster of benefits that an organization promises customers to satisfy their needs.

a good, service, or idea consisting of a bundle of tangible and intangible attributes that satisfy consumers' needs and is received in exchange for money or something else of value.

an item that the consumer purchases frequently, conveniently, and with a minimum of shopping effort.

the set of intangible activities or benefits that an organization provides to satisfy consumers' needs in exchange for money or something else of value.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Components and Classifications of Products and Services
Source : Chapter 01 Test Bank > MC Qu. 173 A product is

1. In marketing, a good, service, or idea consisting of a bundle of tangible and intangible attributes that satisfies consumers' needs and is received in exchange for money or something else of value is known as a(n)

utility.

item.

sale.

marketing program.

product.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Components and Classifications of Products and Services
Source : Chapter 01 Test Bank > MC Qu. 174 In marketing, a good, service, or idea consi...

1. Which answer reflects (in this order) a good, a service, and an idea that can be marketed?

a candy bar, a wastepaper basket, and a vending machine

a CD, a concert, and a souvenir T-shirt

a political candidate, democracy, and freedom

an iPhone, an iPad, and an Apple Watch

a toothbrush, laser teeth whitening, and dental hygiene

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Components and Classifications of Products and Services
Source : Chapter 01 Test Bank > MC Qu. 175 Which answer reflects (in this order) a good...

1. Russia's world-class, 1,000-room State Hermitage Museum wanted to find a way to market itself to potential first-time visitors. So it developed a free app to guide visitors through the museum and provide information about events and exhibits. The Hermitage is a(n)\_\_\_\_\_\_\_\_ that uses an app to market itself worldwide.

good

idea

service

assembly

charity

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Components and Classifications of Products and Services
Source : Chapter 01 Test Bank > MC Qu. 176 Russia&#39;s world-class...

1. All of these are examples of ideas that can be marketed *except* which?

state governments in Arizona and Florida marketing the notion of taking a warm, sunny winter vacation in their states

Apple using a TV ad to explain the features of an iPad mini (camera, screen resolution, user interface, etc.)

the Nature Conservancy marketing the cause of protecting the environment

conservative politicians who attempt to persuade voters of the need to slash government spending to reduce a large national deficit

charities like the Red Cross marketing the idea that it's worthwhile for you to donate your time or money to its relief efforts

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Components and Classifications of Products and Services
Source : Chapter 01 Test Bank > MC Qu. 177 All of these are examples of ideas that can ...

1. Ultimate consumers are

the people who use the products and services purchased for a household.

people who have already purchased a firm's product at least once, have been satisfied, and are likely to make repeat purchases.

people or organizations that have used a competitor's product and who have been dissatisfied, and who are still seeking a product or service to satisfy their needs.

those manufacturers, wholesalers, retailers, and government agencies that buy goods and services for their own use or for resale.

one or more specific groups of potential customers toward whom an organization directs its marketing program.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 178 Ultimate consumers are

1. The people who use the products and services purchased for a household are called

organizational buyers.

household prospects.

ultimate consumers.

a target market.

sellers.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 179 The people who use the products and services...

1. Hudson News Distribution owners Lisa and James Cohen recently launched a quarterly art and interior design magazine, *Galerie*, to be distributed exclusively in their retail stores. Who is the ultimate consumer for this magazine?

the person who buys the magazine to read at home

the person who stocks the magazine rack at Hudson News

any person who owns Hudson News stock

the salesperson at Hudson News

All those who benefit from the magazine, from the owners and writers, to the seller, to the reader at home, are ultimate consumers.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 180 Hudson News Distribution owners Lisa and Jam...

1. Which person is an example of an ultimate consumer?

a newspaper reporter who books a plane ticket to Washington, D.C., to cover the presidential inauguration

a schoolteacher who got her hair cut at a salon prior to classes starting in the fall

an office receptionist who renews the subscriptions for magazines that are found in the office waiting room

a retailer who buys banners for an upcoming store sale

a landscaping firm employee who buys a new wheelbarrow to haul mulch

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 181 Which person is an example of an ultimate co...

1. Entities such as manufacturers, retailers, and government agencies that buy goods and services for their own use or for resale are referred to as

intermediate buyers.

selling agents.

organizational buyers.

manufacturing agents.

brokers.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 182 Entities such as manufacturers, retailers, a...

1. Organizational buyers are described as

only companies that purchase raw materials and natural resources for manufacturing.

employees who purchase household items for their personal use.

any individual or group making a purchase worth over $100,000.

manufacturers, retailers, or government agencies that buy products for their own use or for resale.

any organization that uses products purchased or meant for a household.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 183 Organizational buyers are described as

1. Which person is the best example of an organizational buyer?

a college student buying paper towels in bulk for herself and her roommates

a store owner buying hand-woven tablecloths to sell in her store

a computer programmer buying the latest game for her Xbox

a botanist buying a rare rose bush for her home garden

a parent buying a softball glove for a daughter

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Target Markets
Source : Chapter 01 Test Bank > MC Qu. 184 Which person is the best example of an organ...

1. Effective marketing benefits society because it

reduces competition, making the playing field more even.

improves the quality of products and services regardless of the cost.

allows companies to charge whatever price they want, regardless of product quality.

makes countries more competitive in world markets while simultaneously reducing competition in their home markets.

enhances competition, which encourages improvements in the quality of products and services and lowers prices.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 185 Effective marketing benefits society because...

1. In marketing, utility refers to

the number of alternative uses or benefits that can be provided by a single product or service.

the adaptability of a marketing program to adjust to changes in the marketing environment.

the benefits or customer value received by users of the product.

the fixed costs associated with the production of a single unit of a product within a product line.

the variable costs associated with the production of a single unit of a product within a product line.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 186 In marketing, utility refers to

1. The benefits or customer value received by users of a product is called

utility.

synergy.

consumerism.

cost-benefit ratio.

customer lifetime value.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 187 The benefits or customer value received by u...

1. The four utilities marketing creates are

product, price, promotion, and place.

form, function, value, and image.

monopoly, monopolistic competition, pure competition, and oligopoly.

form, place, time, and possession.

information, persuasion, affection, and recommendation.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 188 The four utilities marketing creates are

1. The value to consumers that comes from the production of a product or service constitutes\_\_\_\_\_\_\_\_ utility.

time

place

possession

market

form

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 189 The value to consumers that comes from the p...

1. Which example best demonstrates form utility?

a smartphone with a multi-touch user interface for easy navigation

stamp vending machines that are located in drugstores

a service station that has a 24-hour ice machine available for use when the station is closed

a mobile phone company that offers six-month financing, same as cash

a gourmet candy store that offers a home delivery service

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 190 Which example best demonstrates form utility...

1. FreshCase packaging is the first-ever vacuum package for red meat that maintains the meat's appetizing color, reducing both food and plastic waste. This is an example of creating\_\_\_\_\_\_\_\_\_\_ utility in the case-ready meat category.

time

place

form

possession

market

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 191 FreshCase packaging is the first-ever vacuum...

1. Innovations in the textile industry have led to fabrics that help regulate body temperature, reduce wind resistance, and control muscle vibration, all of which help improve athletic performance. This shows how manufacturing can create\_\_\_\_\_\_\_\_\_\_ utility.

time

form

place

possession

market

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 192 Innovations in the textile industry have led...

1. BioFuel Energy, a Minnesota ethanol producer, can turn corn into ethanol, creating\_\_\_\_\_\_\_\_ utility.

time

place

possession

market

form

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 193 BioFuel Energy, a Minnesota ethanol producer,...

1. The value to consumers that comes from having the offering available where consumers need it constitutes\_\_\_\_\_\_\_\_\_\_ utility.

time

place

possession

market

form

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 194 The value to consumers that comes from havin...

1. Which is the best example of place utility?

airlines that allow you to print your own boarding pass at home

a service station that adds a diesel fuel pump to its three unleaded gasoline pumps

a mobile phone company that offers six-month financing, same as cash

cold cut packages that can be zipped close for reuse

a smartphone with a multi-touch user interface for easy navigation

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 195 Which is the best example of place utility?

1. The value to consumers that comes from having the offering available when they need it constitutes\_\_\_\_\_\_\_\_\_\_ utility.

place

possession

market

time

form

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 196 The value to consumers that comes from havin...

1. American Express cardholders have access to early presales for Ariana Grande concert tickets in many cities. What utility does American Express offer in this instance?

time utility

place utility

possession utility

market utility

form utility

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 197 American Express cardholders have access to ...

1. Dick's Sporting Goods carries baseballs year-round. The same is true for footballs and tennis equipment. With this strategy, Dick's Sporting Goods offers\_\_\_\_\_\_\_\_\_\_ utility for these products.

time

place

possession

market

form

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 198 Dick&#39;s Sporting Goods carries baseballs...

1. Which is the best example of time utility?

a smartphone with a multi-touch user interface for easy navigation

a charity's 24-hour drop-off box for clothing donations

a dry cleaner located inside a supermarket

a mobile phone company that offers six-month financing, same as cash

a new herbal supplement that offers a 30-day free trial

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 199 Which is the best example of time utility?

1. Redbox places vending machines at local convenience and grocery stores that allow customers to rent and return popular movies and video games 24 hours a day. This creates both\_\_\_\_\_\_\_\_ and\_\_\_\_\_\_\_\_ utilities.

form; place

form; time

place; time

time; possession

form; possession

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 200 Redbox places vending machines at local conv...

1. The value to consumers that comes from making an item easy to purchase through the provision of credit cards and financial arrangements constitutes\_\_\_\_\_\_\_\_\_\_ utility.

time

place

market

possession

form

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 201 The value to consumers that comes from makin...

1. Which is the best example of possession utility?

a smartphone with a large selection of new apps

the local dairy that offers to deliver bottles of milk to a customer's doorstep

disposable diapers that come equipped with resealable tabs

a gourmet food store that carries a line of ready-made salads

a mobile phone company that offers six-month financing, same as cash

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Product Value Creation
Source : Chapter 01 Test Bank > MC Qu. 202 Which is the best example of possession util...

1. The founders of Bombas created the company based on a need for its initial product in

industrial manufacturing.

higher education.

homeless shelters.

the visual arts.

recreational sports.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > MC Qu. 203 The founders of Bombas created the company b...

1. The founders of Bombas used the money they received from crowdfunding platform Indiegogo to

create a documentary about the origins of the business.

build a website to sell its products online.

enhance production capabilities to include customization options.

hold a splashy launch event with professional athletes.

develop a superior product with sustainable materials.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 204 The founders of Bombas used the money they r...

1. Which of these is a product strategy for Bombas?

production from 100% recycled materials

quantity discounts for purchasing multi-packs

free returns if products don't fit

a Dog Proof Guarantee, replacing socks when they are eaten by your dog

free monogramming

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 205 Which of these is a product strategy for Bom...

1. Which of these was the initial place strategy for Bombas?

convenience stores

its own specialty stores

vending machines

schools

online

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 206 Which of these was the initial place strateg...

1. For promotion, Bombas uses\_\_\_\_\_\_\_\_ as a retention tool.

email

television advertising

sponsorship of the U.S. Olympic Teams

social presence on Facebook, Pinterest, and Instagram

word of mouth

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : The Four Ps
Source : Chapter 01 Test Bank > MC Qu. 207 For promotion, Bombas uses \_\_\_\_\_\_\_\_ as a ret...

1. Why are you, as a student, already somewhat of a marketing expert before taking this course? Provide a specific example from your own personal experience and relate it to something you just "formally" learned about marketing.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Role of the Marketing Manager
Source : Chapter 01 Test Bank > SA Qu. 208 Why are you, as a student, already somewhat ...

1. What is the definition of marketing? How does this differ from your previous notion of marketing before beginning this course?

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Define Marketing
Source : Chapter 01 Test Bank > SA Qu. 209 What is the definition of marketing? How doe...

1. What are the two key objectives of marketing? Define "exchange" and explain how it supports these objectives.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Define Marketing
Source : Chapter 01 Test Bank > SA Qu. 210 What are the two key objectives of marketing...

1. Some people may assume that for a marketer, the only thing of value for which he or she would "exchange" would be monetary (check, credit/debit, currency, and/or coin transactions). But what else can be exchanged? Provide an example of a nonmonetary transaction that still fits the criteria of exchange.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Define Marketing
Source : Chapter 01 Test Bank > SA Qu. 211 Some people may assume that for a marketer, ...

1. In addition to consumers, what other people, groups, and environmental forces interact to influence an organization's marketing activities?

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > SA Qu. 212 In addition to consumers, what other people,...

1. What four factors are required for marketing to occur?

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Elements of a Marketing Strategy
Source : Chapter 01 Test Bank > SA Qu. 213 What four factors are required for marketing...

1. In China, some people are removing their money from the state banks and lending it out themselves. The interest rate earned in a state bank account is about one-half the rate of inflation. On the other hand, lending money to friends, relatives, and even unrelated entrepreneurs can often earn the investor a rate at least double the inflation rate. The gray market, an underground network of investors and private businesses, moves the cash from lenders to businesses. Did marketing occur here? Explain your answer.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-01 Define marketing and identify the diverse factors that influence marketing
Topic : Elements of a Marketing Strategy
Source : Chapter 01 Test Bank > SA Qu. 214 In China, some people are removing their mon...

1. Add your own personal experience and creativity to what you have learned about marketing. What are some ways you might assess the needs of either (1) students who have too many textbooks to carry to and from class or (2) executives who are too busy to keep up with the latest information in their field?

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > SA Qu. 215 Add your own personal experience and creativ...

1. Define needs and wants. Can marketing shape a person's wants? Explain your answer.

 **Question Details**AACSB : Analytical Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Consumer Needs and Wants
Source : Chapter 01 Test Bank > SA Qu. 216 Define needs and wants. Can marketing shape ...

1. What are the three components of a person's ability to buy an offering?

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > SA Qu. 217 What are the three components...

1. Explain the difference between a market and a target market. Provide a specific example of each.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > SA Qu. 218 Explain the difference between a market and ...

1. Describe two different target markets for two different products or services you, your friends, or your family have recently purchased or used.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > SA Qu. 219 Describe two different target markets for tw...

1. An inventor designs a pair of scissors that has interchangeable blades that allow the user to switch from straight cuts to decorative cuts. Identify two possible target markets and explain your answer.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-02 Explain how marketing discovers and satisfies consumer needs.
Topic : Target Markets
Source : Chapter 01 Test Bank > SA Qu. 220 An inventor designs a pair of scissors that ...

1. Marketing managers use a combination of four tools in order to develop a complete marketing program to reach consumers. Briefly define these four tools.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > SA Qu. 221 Marketing managers use a combination of four...

1. 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 a website, which you will advertise on late-night television. You are also hoping to obtain free publicity to place stories in men's fashion magazines. You are planning to sell online a 15-ounce bottle for $24.99 plus $7.99 shipping and handling. Using the information provided, identify each element of your marketing mix.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : The Four Ps
Source : Chapter 01 Test Bank > SA Qu. 222 Imagine you have the sole marketing rights t...

1. List the five environmental forces in a marketing decision that generally are outside the control of marketing managers. Explain how these factors impact an organization's marketing.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > SA Qu. 223 List the five environmental forces in a mark...

1. Why do some marketers feel that environmental forces are *not* entirely outside their influence?

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > SA Qu. 224 Why do some marketers feel that environmenta...

1. Do college students have a choice in which classes they take to earn a degree? Use what you have learned about the controllable and uncontrollable aspects of marketing in terms of how they might relate to course selection decision making. Incorporate marketing terms in your response.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-03 Distinguish between marketing mix factors and environmental forces.
Topic : Environmental Influences on Marketing
Source : Chapter 01 Test Bank > SA Qu. 225 Do college students have a choice in which c...

1. The Apple iPhone is rated by *Consumer Reports* as being one of the best smartphones in the industry. Define customer value. In what ways do you think the Apple iPhone provides value for its customers?

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : CRM
Source : Chapter 01 Test Bank > SA Qu. 226 The Apple iPhone is rated by Consumer Report...

1. Assume you are a salesperson for a direct marketing firm that does in-home jewelry parties. If most of your hosts or hostesses hold only one party a year, what strategies could you use to build strong customer relationships? If you are creating your own business for this example, make sure to describe your product(s) in your introductory sentence.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : CRM
Source : Chapter 01 Test Bank > SA Qu. 227 Assume you are a salesperson for a direct ma...

1. During October, kiosk or "pop-up" stores appear in many malls for the holiday season. Typically, these kiosks sell gift boxes of cheese, jewelry, and other items people think are appropriate seasonal gifts. In January, these retailers vanish. Is it possible for such a retailer to use relationship marketing? Explain your answer.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : CRM
Source : Chapter 01 Test Bank > SA Qu. 228 During October, kiosk or &#34;pop-up&#34; stores app...

1. Twitter is a social networking service, enabling its users to send and read other users' messages or conversations called tweets, which are short, text-based posts, or tweets, displayed on the user's profile page. Connected to each tweet is a rich details pane that provides additional information, deeper context, and embedded media. Companies are using Twitter as a tool in their relationship marketing programs. In what ways can Twitter be used to benefit both the customer and the organization?

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : CRM
Source : Chapter 01 Test Bank > SA Qu. 229 Twitter is a social networking service, enab...

1. Explain the marketing program that 3M used to reach the student target market for the Post-it Flag Highlighter and the rationale used for each element of the marketing mix.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : The Four Ps
Source : Chapter 01 Test Bank > SA Qu. 230 Explain the marketing program that 3M used t...

1. Explain the marketing program 3M used to reach the office worker segment with its Post-it Flag Pen.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-04 Explain how organizations build strong customer relationships and customer
Topic : The Four Ps
Source : Chapter 01 Test Bank > SA Qu. 231 Explain the marketing program 3M used to rea...

1. Define the marketing concept.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > SA Qu. 232 Define the marketing concept.

1. Goods, services, and ideas all can be marketed. Define goods, services, and ideas and give at least one example of each.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Marketing Eras
Source : Chapter 01 Test Bank > SA Qu. 233 Goods, services, and ideas all can be market...

1. What are the primary differences between an ultimate consumer and an organizational buyer? Select one product and explain the differences in either its use or purchase, depending on whether it was purchased by an ultimate consumer or an organizational buyer.

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > SA Qu. 234 What are the primary differences between an ...

1. In our free-enterprise society, which three specific groups benefit from effective marketing?

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Understand
Difficulty : 2 Medium
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > SA Qu. 235 In our free-enterprise society, which three ...

1. Explain what is meant by the concept of marketing utility. Identify and describe the four utilities created by marketing.

 **Question Details**AACSB : Reflective Thinking
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Remember
Difficulty : 1 Easy
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > SA Qu. 236 Explain what is meant by the concept of mark...

1. At the BMW website, BMW.com, you can design your own BMW with the exact features you desire. If you choose to use this method to purchase a car, what type of utility(ies) has(have) been created?

 **Question Details**AACSB : Knowledge Application
Accessibility : Keyboard Navigation
Accessibility : Screen Reader Compatible
Bloom's : Apply
Difficulty : 3 Hard
Learning Objective : 01-05 Describe the characteristics of a market orientation.
Topic : Strategic Marketing Planning
Source : Chapter 01 Test Bank > SA Qu. 237 At the BMW website, BMW.com, you can design ...

**Answer Key**Test name: chapter 1

D

C

B

E

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