


**This chapter has 199 questions.**  
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- |   |   |
|---|---|
| <input type="checkbox"/> Multiple Choice Questions - (184)          | <input type="checkbox"/> Difficulty: Medium - (134)   |
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1. Wildplay Element Parks specifically targets each of the following segments except:
- corporate groups seeking team-building activities.
  - school and youth groups looking for adventurous field trips.
  - consumers looking to host unique birthday parties and other special events.
  - cancer survivors.

Select 


(Chapter Opening Example) WildPlay targets corporate groups seeking team-building activities, private groups looking for group fun, and school and youth groups looking for adventurous field trips. It also targets consumers looking to host unique birthday parties and other special events.

Accessibility: Keyboard Navigation  
 Bloom's: Remember  
 Difficulty: Medium

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question

2. Which of the following does not appear to be a consumer trend on which Wildplay Element Parks is capitalizing?
- customer desire for personal and memorable experiences.
  - customer desire to reconnect with nature.
  - customer desire to engage in more physical activities.
  - customer desire to support a rapidly growing company.

Select 


(Chapter Opening Example) This young entrepreneurial start-up is capitalizing on major consumer trends: customer desire for personal and memorable experiences and customer desire to reconnect with nature. WildPlay is also committed to the environment and to its communities. The activities the parks offer to its customers are built using environmentally sensitive methods that mitigate harm to the forest or other natural settings. The company also has a community outreach program that supports groups that promote physical fitness activities and the protection of the natural environment.

Accessibility: Keyboard Navigation  
 Bloom's: Remember  
 Difficulty: Easy

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question

3. Based on the initial success of this venture, Wildplay's intent is to continue growth through:
- joint venture opportunities.
  - strategic alliances.
  - vertical integration.
  - franchise opportunities.


Select 

(Chapter Opening Example) Already over 215,000 people have taken the bungee plunge and over 100,000 have challenged themselves on the Monkido courses! And the company's intent is to continue growth through franchise opportunities across North America!

Accessibility: Keyboard Navigation  
 Bloom's: Understand  
 Difficulty: Easy

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question

Select 

4. By definition, which of the following is not considered a marketing activity?
- creating offerings
  - communicating offerings
  - delivering offerings
  - selling offerings

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

Multiple Choice Question

Accessibility: Keyboard Navigation  
 Bloom's: Understand  
 Difficulty: Easy

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

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

Select 

For marketing to occur, at least four factors are required: (1) two or more parties (individuals or organizations) with unsatisfied needs, (2) a desire and ability on their part to be satisfied, (3) a way for the parties to communicate, and (4) something to exchange.

Accessibility: Keyboard Navigation  
Bloom's: Understand  
Difficulty: Easy

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question

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

Select 

Social marketing is designed to influence the behaviour of individuals by which benefits accrue to those individuals or to society in general and not to the marketer.

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Easy

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

7. The Canadian Federal Government may be considered what type of marketing buyer?
- organizational buyer.
  - federal buyer.
  - government buyer.
  - ultimate buyer.

Select 


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

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Easy

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

8. Effective marketing requires:
- good common sense.
  - all departments within an organization to work together.
  - intimate knowledge and understanding of consumers and the marketplace.
  - selling unwanted things.

Select 

Effective marketing requires intimate knowledge and understanding of consumers and the marketplace, which goes beyond simple common sense.

Accessibility: Keyboard Navigation  
Bloom's: Understand  
Difficulty: Easy

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question

9. Why did Hot Pockets Snackers fail?
- Consumer needs were not met
  - The initial product launch had poor advertisements
  - Consumers could not tell the difference between Snackers and the original
  - The target market was not accurately defined

Select 

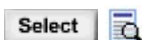
Consumers were looking for a similar delicious snacking food; however, due to their small size, the pockets were frozen/re-thawed inconsistently and produced a poor taste. This poor taste ensured that consumer needs were not met by producing a delicious snacking food.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question

10. Marketing refers to



- the production or provision of goods or services that will generate the highest return on investment.
- the strategies used in the advertising and promotion of goods and services.
- the process of identifying the greatest number of target markets for a good or service.
- an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

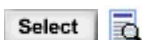
Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing

Multiple Choice Question

to occur.

11. The Magic Widget Company trades ice cream scoops to the Cold Creamery Ice Cream Shop, which in turn trades boxes of ice cream back, as a result of the trade of things of value, each is better off after the trade; this is referred to as:

- exchange
- acquisition
- consumerism
- utility



Marketing occurs when the transaction takes place and both the buyer and seller exchange something of value. In this case, the Magic Widget Company exchanges its ice cream scoops for the Cold Creamery Ice Cream Shop's ice cream. Both the Magic Widget Company and the Cold Creamery Ice Cream Shop have gained something and also given up something, but are both better off because they have each satisfied their unmet needs.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

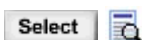
Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing

Multiple Choice Question

to occur.

12. To serve both buyers and sellers, marketing seeks to create value through:

- selling.
- discovering the needs and wants of prospective customers and satisfying them.
- exchange.
- advertising.



To serve both buyers and sellers, marketing seeks (1) to discover the needs and wants of prospective customers, and (2) to satisfy them.

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Medium

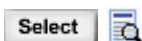
Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing

Multiple Choice Question

to occur.

13. Ford Canada classifies a group of people with the desire and ability to buy their 2014 Ford explorer as:

- Prospects.
- Customers.
- Markets.
- Clients.



A market is people with the desire and ability to buy a specific product.

Accessibility: Keyboard Navigation

Bloom's: Apply

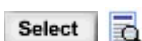
Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

14. The activity for creating, communicating, delivering, and exchanging offerings that benefit the organization, its stakeholders, and society at large is referred to as \_\_\_\_\_.

- Planning
- Advertising
- Selling
- Marketing



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

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing

Multiple Choice Question

to occur.



15. To serve both buyers and sellers, marketing seeks to discover the needs and wants of prospective customers and to:

- change them.

- take advantage of them.
- satisfy them.
- manipulate them.

These prospective customers include both individuals buying for themselves or their households, and organizations that buy for their own use (such as manufacturers) or for resale (such as wholesalers and retailers).

Accessibility: Keyboard Navigation  
Bloom's: Understand  
Difficulty: Medium

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question

16. The Canadian Radio-Television Telecommunications Commission (CRTC) imposes new rules and policies related to wireless mobile phone contracts. This is an example of what type of environmental force?
- Regulatory
  - Technological
  - Competitive
  - Social

Select 


Refer to Figure 1.1

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

17. Marketing occurs when the transaction takes place. Essential to this process is the idea of exchange. To marketing people, exchange refers to the:
- place where people go to do business.
  - place where people return unwanted goods.
  - process whereby a buyer and seller trade something of value.
  - process of locating buyers and sellers.

Select 


Marketing occurs when the transaction takes place and both the buyer and seller exchange something of value.

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Medium

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question

18. A local on-campus activity club uses Twitter to disseminate information about an upcoming social located at an on-campus pub, which marketing factor is this an example of?
- Promotion
  - Communication
  - Social Media
  - Place

Select 

The marketing mix refers to the marketing manager's controllable factors; the marketing actions of product, price, promotion, and place that he or she can take to create, communicate, and deliver value.

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

19. In BC, there is a marketing campaign called WorkSafeBC designed to encourage young university and college students to keep safe in the workplace. After viewing various advertisements encouraging students to volunteer their time to give safety seminars, Thomas began paying closer attention to safety issues in his chemistry laboratories at university and decided to volunteer his time to get involved in delivering these safety seminars across campus. He felt personally satisfied that he was giving something back to his university. Was this a marketing exchange?
- no, because the seller is a non-profit organization.
  - yes, because the BC government ran an advertisement.
  - yes, because Thomas' volunteer time and efforts were exchanged for a feeling of satisfaction.
  - no, because no money was exchanged.


Select 

Marketers seek to discover and satisfy the needs and wants of customers. The key to achieving these objectives is exchange - the trade of things of value between buyer and seller so that each benefits from the exchange. In this instance, Thomas is the customer and the WorkSafeBC is the marketer. An exchange occurs: Thomas exchanges his time and energy for a feeling of satisfaction; WorkSafeBC receives the volunteer time and continues its readiness to promote a safe working environment.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Difficult

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question

- Select  20. A church has put advertisements in its weekly bulletins to encourage members of the church to participate in the services by reading. Jack volunteered and read during a service. He felt satisfied and felt he was contributing to his church. Was this a marketing exchange?
- no, because the church is a non-profit organization.
  - yes, because the church ran an advertisement.
  - yes, because reading at the service was exchanged for a feeling of satisfaction.
  - no, because no money was exchanged.

Marketers seek to discover and satisfy the needs and wants of customers. The key to achieving these objectives is exchange - the trade of things of value between buyer and seller so that each benefits from the exchange. In this instance, Jack is the customer and the church is the marketer. An exchange occurs: Jack exchanges his reading at the service for a feeling of satisfaction; the church receives a person to read at the service and continues its weekly services.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Difficult

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing

Multiple Choice Question

to occur.

21. A local furniture manufacturer purchases rough-cut wood to refine and build into furniture for resale, the manufacturer is known as:
- end-consumer buyer
  - original equipment manufacturer
  - middle-consumer
  - organizational buyers

Select 

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

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

22. Timothy is an employee at Wally's Sporting Goods. He is responsible for facilitating relationships, partnerships, and alliances with the organization's customers, its shareholders (or often representatives of groups served by a non-profit organization), its suppliers, and other organizations. Timothy likely works in which department?
- business development
  - marketing
  - human resources
  - strategic relationships

Select 

See Figure 1-1 for an illustration of this idea.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

23. Which of the following statements about marketing departments is not true?
- It is the responsibility of the marketing department to facilitate relationships with the organization's customers.
  - It is the responsibility of the marketing department to create partnerships with the organization's suppliers.
  - The marketing department must work closely with a network of other departments and employees to help provide the customer-satisfying products required for the organization to survive and prosper.
  - The marketing department is responsible for designing, creating, and building new products that satisfy the needs and wants of consumers.

Select 

The marketing department of an organization is responsible for facilitating relationships, partnerships, and alliances with the organization's customers, its shareholders, its suppliers, and other organizations. See also Figure 1-1.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

Select 

24. Janelle works in the marketing department in a public organization in Iqaluit, Nunavut, whose responsibility is public safety. Which of the following statements is not true?
- Marketing activities are not used in public organizations.
  - The marketing department works closely with other departments and employees to implement marketing activities.
  - Marketing activities provide the customer-satisfying products required for the organization to survive and prosper.
  - Environmental factors affect marketing activities.

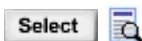
The marketing department of an organization is responsible for facilitating relationships, partnerships, and alliances with the organization's customers, its shareholders, its suppliers, and other organizations.

Multiple Choice Question

Accessibility: Keyboard Navigation  
Bloom's: Understand  
Difficulty: Medium

Learning Objective: 01-02 Understand the breadth and depth of marketing.

25. The four outside stakeholder groups that exert important direct influences on an organization consist of:
- politicians, regulators, minority groups, and consumer monitoring groups.
  - competitors, industry trade associations, non-profit organizations, and governmental agencies.
  - senior management, the legal department, the marketing department, and other employees of the organization.
  - other organizations, suppliers, shareholders (owners), and customers.



See Figure 1-1 for an illustration of the relationships between an organization and these groups.

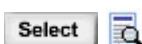
Accessibility: Keyboard Navigation  
Bloom's: Understand  
Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

26. All of the below are conditions that are necessary for marketing to occur, except:

- a physical location for an exchange to occur
- something to exchange
- a way to communicate
- two or more parties with unsatisfied needs



For marketing to occur, at least four factors are required: (1) two or more parties (individuals or organizations) with unsatisfied needs, (2) a desire and ability on their part to be satisfied, (3) a way for the parties to communicate, and (4) something to exchange.

Accessibility: Keyboard Navigation  
Bloom's: Understand  
Difficulty: Medium

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question

27. Which of the following conditions must exist in order for marketing to occur?

- two or more parties with unsatisfied needs, a desire and ability to satisfy them, a way to communicate, and something to exchange
- two or more people, a product, a reasonable price, and a place to make an exchange
- two or more people, a method of assessing needs, a way to communicate, and an exchange
- two or more parties with unsatisfied needs, a desire to satisfy them, a satisfactory product, and something to exchange



For marketing to occur, each of these four factors is required.

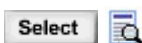
Accessibility: Keyboard Navigation  
Bloom's: Understand  
Difficulty: Medium

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question

28. Your father is tired of conventional light beers, and wants something different. Coincidentally, a newly-opened micro-brewery has begun distributing a new organic light beer through local beer stores and liquor stores and it is only slightly more expensive than conventional light beers. Which of the conditions needed for marketing to occur are described in this situation?

- the creation of unrealized needs
- two parties with unsatisfied needs
- one-way communication
- a physical location for an exchange to take place

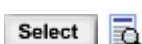


For marketing to occur there must be (1) two or more parties (organizations or individuals) with unsatisfied needs, (2) a desire and an ability to satisfy them, (3) a way for the parties to communicate, and (4) something to exchange. In this example, the needs are: the consumer desires a new beverage, and the micro-brewery wishes to sell one.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question



29. The Shangri-La Hotel and Spa in Toronto is setting up a clinic where visiting clients can get a comprehensive physical while staying at the hotel and using the spa facilities. The largest anticipated issue is the possible unwillingness for people to go to doctors that they do not know. Marketing may fail to occur here because:

- there may be no desire on the part of the hotel/spa customer to satisfy this need.
- two or more parties have unsatisfied needs.
- there is nothing to exchange.
- there is no way for the parties involved to communicate.

The hotel/spa customers may not have the desire to go to an unknown doctor when staying at this facility.

## Multiple Choice Question

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Difficult

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

30. Candidates are running for office and would very much like to have your vote. They all promise that they will "make the country better." You do not trust any politicians and decide not to vote at all. Marketing will not occur in this situation because:

- 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.

Select 

For a marketing transaction to occur, both buyer and seller must have the desire and ability to satisfy their needs. The voters have the ability to vote, but not the desire, while the politicians have no ability to gain the trust of the voters.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

## Multiple Choice Question

31. A single parent would like to hire a nanny, but s/he cannot afford one. 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 the other.
- one of the involved parties does not have the ability to satisfy the other.
- there is no way to communicate.

Select 

The single parent has the desire but not the ability to participate in the marketing activity-which is to hire a nanny.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

## Multiple Choice Question

32. Suppose you are a university student taking a full course load, working 15-20 hours per week, and finding it necessary to fund the majority of your tuition and living expenses with a student loan. However, you see an ad for a two-week all-inclusive 'young person' holiday package to a resort in the Caribbean and you would desperately like to purchase a ticket for this vacation. What factor is not likely to prevent you from engaging in a marketing transaction?

- The promoters of this vacation package have been overwhelmed with responses to the ad and there is now a waiting list.
- You do not have the resources to qualify for a \$3,000 personal loan in order to pay for the ticket.
- You do not have the time to get to the one travel agency in town that requires an appointment to be able to go through the booking process because of your class, work, and study schedule.
- Your parents are able to loan you the money.

Select 

For a marketing transaction to occur, both buyer and seller must have the desire and ability to satisfy their needs. The student must have both the time and money to purchase the 'product' while the seller must have the 'product' readily available for sale.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Difficult

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

## Multiple Choice Question

33. In a free-enterprise society, the specific groups that benefit from effective marketing include all of the following EXCEPT:

- consumers who buy
- organizations that sell
- society as a whole
- the conjunction between these three

Select 

In our free-enterprise society, there are three specific groups that benefit from effective marketing: consumers who buy, organizations that sell, and society as a whole.


Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

## Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

Select 

34. The Hotel Westcourt in Ottawa is next to Metrocentre, a vast shopping mall. The hotel wants to market its location and many other amenities to convention-goers from other provinces and states. What requirement will not be needed for marketing to occur?

- ignoring communication with convention attendees
- something to exchange
- two or more parties with unsatisfied needs
- desire and ability to satisfy unmet needs

For marketing to occur, you must have (1) two or more parties (organizations or individuals) with unsatisfied needs, (2) a desire and an ability to satisfy the needs, (3) a way for the parties to communicate, and (4) something to exchange. This is what Hotel Westcourt will try to do.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing

Multiple Choice Question

to occur.

35. A marketing student would like to buy a quad-bike, but he cannot afford one. Which of the following reasons explain why marketing fails to occur here?

- two or more parties with unsatisfied needs
- a desire on the part of each to satisfy the other
- no assessments of consumer wants and needs
- an ability on the part of one party to satisfy the other

Select 

The student has the desire but not the ability (because he doesn't have the money) to participate in the marketing activity, which is to buy the quad-bike.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing

Multiple Choice Question

to occur.

36. While shopping for back-to-school goods, you come across the following items, all of these are marketed except for:

- Advice from TD Waterhouse
- Crest toothpaste.
- Nikon cameras.
- Apple computers.

Select 

Goods, services, ideas, and experiences are marketed. *Goods* are physical objects, such as Crest toothpaste, Nikon cameras, or Apple computers that satisfy consumer needs.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

37. Brandy works at the marketing department for Apple Computers. The two central concerns of her marketing department are:

- discovering and satisfying needs.
- needs and wants.
- promotion and sales.
- maximizing an organization's sales and products.

Select 

Marketing seeks to (1) discover the needs of prospective customers, and (2) satisfy those needs.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

38. An employee, Lindsey, works at Sanofi-Pasteur, a pharmaceutical company, in the marketing department. Her first task of marketing a potential new product is to:

- discover the needs of consumers.
- discover the needs of competitors.
- discover the needs of sellers.
- satisfy the needs of regulators.

Select 

The first objective in marketing is discovering the needs of prospective consumers.

Accessibility: Keyboard Navigation


Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and

Multiple Choice Question

wants.

Select 

39. Before any new start-up decides to offer a product, their first task is to address a gap in the market. This is often done by discovering consumer:

- diversity.
- ability to pay.
- objectives.
- needs.

The first objective in marketing is discovering the needs of prospective consumers.



## Multiple Choice Question

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Easy

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

40. The four controllable marketing mix factors include all of the following except:

- Product.
- Penetration.
- Price.
- Promotion.

Select 

The marketing manager's controllable factors; the marketing actions of product, price, promotion, and place that he or she can take to create, communicate, and deliver value.

Accessibility: Keyboard Navigation


Bloom's: Understand

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

41. Terence, an employee at a financial institution is designing a marketing program for their products and services. One or more specific groups of potential consumers toward which the financial institution directs its marketing program is known as a \_\_\_\_\_.

- marketing mix
- generic market
- sub-market
- target market

Select 

One or more specific groups of potential consumers toward which an organization directs its marketing program is known as a target market.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

## Multiple Choice Question

42. Which of the following statement best defines needs and wants?

- Needs occur when a person feels physiologically deprived of something like food, clothing, and shelter whereas wants are felt needs that are shaped by a person's knowledge, culture, or personality.
- Wants are a subset of needs.
- Wants occur when a person feels physiologically deprived of something, and needs are determined by a person's knowledge, culture, or personality.
- Needs affect marketing, but wants do not.

Select 

Even though not everyone's needs are the same, needs occur when a person feels physiologically deprived of something such as clothes, food, or shelter. A want is a felt need that is shaped by a person's knowledge, culture, or individual personality.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

## Multiple Choice Question

43. A television advertisement shows several teenagers searching through a store drinks cooler for something to quench their thirst. The refrigerator offers the youngsters many alternatives - soft drinks, fruit drinks, sport drinks, and water. The ad, which shows the teens happily selecting a particular energy drink over all the other product offerings, appeals to the consumers' \_\_\_\_\_ for liquid and attempts to shape consumers' \_\_\_\_\_ for the advertised product.

- wants; needs
- wants; preferences
- preferences; needs
- needs; wants

Select 

A need occurs when a person feels physiologically deprived of a basic necessity (i.e., food, water, clothing, and shelter). A want is a felt need that is shaped by a person's knowledge, experience, culture, or personality. A need is necessary; a want is a learned preference for a specific item that satisfies the consumer's need.


Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

## Multiple Choice Question

Select 

44. Jo is eight years old and loves chocolate. Her mother will often give her some chocolate along with fresh fruit. To get more chocolate, she must eat her fresh fruit. In marketing terms, the chocolate is an example of a \_\_\_\_\_ because it is something she has learned to like.

- desire
- need
- want

- 
- preference

A want is a learned preference for a specific item that satisfies the consumer's need (in this case, her hunger).

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

Multiple Choice Question

45. Which of the following are marketed?
- Goods and services only.
- Goods, services, ideas and experiences.
- Services and ideas only.
- Goods, services, and ideas.

Select 

Goods, services, ideas and experiences are marketed.

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Easy

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

46. Clark works at a Yoga Studio, every Saturday he goes door-to-door marketing the Studio's services. His goal is to find people with both the desire and ability to purchase a monthly yoga pass. These people are referred to as a:
- customer pool
- customer base
- market
- sales set

Select 

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

Accessibility: Keyboard Navigation  
Bloom's: Understand  
Difficulty: Medium

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question

47. The market for facial cosmetic surgery (which can cost between \$5,000 to \$10,000 for basic rhinoplasty to chin and cheek implants) is:
- children with odd-shaped nostrils.
- all former boxers.
- any adult who has the time, the money, and the desire to undergo the procedures.
- anyone that has ever had any cosmetic dentistry.

Select 

Potential customers who make up a market, are people with (1) the desire, and (2) the ability to buy a specific product.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.

Multiple Choice Question

48. At a round-table marketing meeting for a food distributor, Kyle explains the most common meaning of a market to the new employees; his definition would be:
- an open-air gathering of farmers selling their produce.
- people with the desire and with the ability to buy a specific product.
- a particular line of products or specific line of merchandise for sale.
- a group of companies that have goods for sale.

Select 

Market is people with the desire and ability to buy a specific product.

Accessibility: Keyboard Navigation  
Bloom's: Understand  
Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

Select 

49. Micromarketing, most commonly refers to individual organizations that:
- direct their efforts towards selling small things (like toasters)
- directs and allocates resources to benefit customers
- direct their effort to selling in one local area (like a street block)
- direct their effort to selling intangible services

Micromarketing deals with how an individual organization directs its marketing activities and allocates its resources to benefit its customers.

Multiple Choice Question

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

50. Because the organization obviously cannot satisfy all consumer needs, it must concentrate its efforts on certain needs of a specific group of potential consumers. This is the \_\_\_\_\_.
- mass market
  - tangent market
  - market aggregation
  - target market

Select 

A target market is a specific group of potential consumers toward which an organization directs its marketing program.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Easy

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

Multiple Choice Question

51. Books and movies like the Twilight saga are designed to appeal to teens and young adults interested in vampire love stories. This is the \_\_\_\_\_ for these shows.
- target market
  - tangent market
  - market aggregation
  - mass market

Select 

A target market is a specific group of potential consumers toward which an organization directs its marketing program.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

Multiple Choice Question

52. Dove Beauty Products directs the marketing program for its anti-aging skin serum to older individuals using in-store product placement. Dove considers this group of potential customers to be their:
- focused market.
  - baby-boomer demographic market.
  - desired market.
  - target market.

Select 

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

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

Multiple Choice Question

53. Which of the following would be the BEST target market for tickets to the home games of the Ottawa Senators professional hockey team?
- all people in the greater Ottawa area.
  - all people in Canada.
  - all men in Ontario.
  - people in the Ottawa area with an interest in professional hockey.

Select 

Only "people in the Ottawa area with an interest in professional hockey" describes people with both the desire and ability to easily attend games in Ottawa, which is the target market toward which the Ottawa Senators will direct its marketing program.

Accessibility: Keyboard Navigation


Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

Multiple Choice Question

54. Which of the following is the BEST description of the target market for the latest Disney movie?
- everyone who can afford to buy a movie ticket
  - everyone who likes movies
  - professionals who are parents of children between the ages of 3 and 12
  - people who collect Mickey Mouse memorabilia

Select 

"Professionals who are parents of children between the ages of 3 and 12" describes people with the ability and the desire to attend the Disney movie.

Multiple Choice Question

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

55. Which of the following groups should be the LEAST likely target market for a company producing canned foods in single serving sizes?
- single adults
  - school kitchens
  - campers
  - senior citizens

Select 

Of the possible markets listed above, single serving cans meet a special need for singles, campers, senior citizens, and vending machines, the need being small, compact servings. School kitchens traditionally serve large quantities of food so the small size, though it could be used, would not satisfy a specific need.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

## Multiple Choice Question

56. Which of the following groups would be the most likely target market for a company manufacturing cufflinks?
- police officers
  - businessmen
  - construction workers
  - postal workers

Select 

Any of the people in the alternatives could use cufflinks. However, as a group, businessmen would include the greatest number of people with the greatest regular need for cufflinks.

Accessibility: Keyboard Navigation


Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

## Multiple Choice Question

57. A local university offers business courses for a specific target market composed of people who are currently working who want to take refresher courses or work toward further degrees. Which of the following would be the most effective way to communicate with the target market, bearing in mind that communication must be both effective and economical?
- put announcements on campus bulletin boards.
  - distribute promotional materials during classes.
  - advertise on national television.
  - advertise in the local newspaper.

Select 

"Put announcements on campus bulletin boards" and "distribute promotional materials during classes" would miss the target market. "Advertise on national television" would reach a lot of no-potential people and is too costly. "Advertise in the local paper" is the most effective and economical of the alternatives.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Difficult

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

## Multiple Choice Question

58. Kim, the Chief Marketing Officer for Pepsi, considers the controllable factors - product, price, promotion, and place - as the company's:
- environmental factors.
  - marketing program.
  - marketing mix factors.
  - marketing concept.

Select 


Marketing mix refers to the marketing manager's controllable factors; the marketing actions of product, price, promotion, and place that he or she can take to create, communicate, and deliver value.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

Select 

59. The four Ps are commonly known as:
- the environmental or uncontrollable factors.
  - the environmental or controllable factors.
  - the marketing mix or controllable factors.
  - the marketing mix or uncontrollable factors.

Marketing mix refers to the marketing manager's controllable factors; the marketing actions of product, price, promotion,

and place that he or she can take to create, communicate, and deliver value.

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

60. A new employee in the marketing department at BMW asks his manager to provide an executive summary of the controllable marketing mix factors for the BMW 6 Series Convertible that he will be working on. His manager gives him a puzzled look, and says: "At BMW, we refer to those factors as \_\_\_\_\_."

the five external environmental forces

macromarketing forces

the five Cs

→  the four Ps

Select 

Marketing mix refers to the marketing manager's controllable factors; the marketing actions of product, price, promotion, and place that he or she can take to create, communicate, and deliver value.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

61. Calvin is creating the marketing mix for a new type of apple sauce. Which four Ps are the most important for him?

personnel, priorities, placement, and profits.

promotion, product, personnel, and place.

product, place, distribution, and advertising.

→  product, promotion, price, and place.

Select 

The four Ps are the marketing manager's controllable factors. The marketing actions of which can be taken to solve a marketing problem.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

62. Thirkell Farms Gourmet Ice Cream Enhancer is the brand name for a mix designed for use in ice cream machines. The mixes are sold in 500 gram vacu-packs for \$5.99 plus postage. The products are only available through the mail. People learn about the product through word-of-mouth and through ice cream machine demonstrations the company's founder gives to groups in the area of Kingston where he lives. This is a description of the company's:

action plan.

market segmentation strategy.

→  marketing mix.

mission statement.

Select 

The ice cream enhancer is the product. The place is through the mail. The price is \$5.99 plus postage. The promotion is word-of-mouth and public demonstrations.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

63. The owners of Authentic Indigenous Foods interviewed hundreds of native Canadians in order to identify recipes using the food products the company produces and markets. This statement deals with which part of the marketing mix?

→  product

promotion

price

place

Select 

A product is a good, service, or idea to satisfy customer needs, so food items are examples of a product.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

64. Which element of the marketing mix is demonstrated when a company manufactures an electrolyte-rich recovery drink for post-workout consumption?

→  product

price

production

place

Select 

A product is a good, service, or idea to satisfy customer needs, so a drink is an example of a product.

Multiple Choice Question

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

65. The owners of Authentic Indigenous Foods interviewed hundreds of native Canadians in order to identify recipes using the food products the company produces and markets. Which marketing mix element would make the owners eager to be featured in an upcoming edition of *Taste of Home* magazine?

- product
- promotion
- price
- place

Select 

Promotion is a means of communication between the seller and buyer.

Accessibility: Keyboard Navigation


Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

66. Michael's Craft Store places an advertisement on the banner of the website Etsy. Which element of the marketing mix is demonstrated?

- product.
- price.
- promotion.
- place.

Select 

Promotion is a means of communication between the seller and buyer, such as online advertising.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

67. The element of the marketing mix demonstrated when an art gallery suggests a \$2.00 donation at the door is:

- product.
- price.
- promotion.
- place.

Select 

Price is what is exchanged for the product - in this case, access to an art gallery.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

68. To attend an outdoor summer concert festival presented by local musicians, every person attending had to donate one non-perishable food item at the entrance to the location. This statement is most closely related to the \_\_\_\_\_ element of the market mix.

- product
- process
- price
- promotion

Select 

Price is what is exchanged for the product - in this case, access to the concert. The food donation was exchanged for the privilege of listening to the music.

Accessibility: Keyboard Navigation


Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

69. An advertising company includes flyers in the next round of mail that Canada Post delivers. Some people receive their mail directly at their house in their mailbox; other residents have to pick up their mail from a central location. This pick-up location demonstrates which aspect of the marketing mix?

- product.
- price.
- promotion.
- place.

Select 

Place refers to the means of getting the product into the consumer's hands.

Accessibility: Keyboard Navigation


Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

70. Japan has the highest concentration of vending machines anywhere in the world, ranging from hot food, to beer, to video games, to other electronics. It may be a safe assumption that having a focus on THIS element of the marketing mix is important to marketers in Japan.

- product

Select 

- price
- promotion
- place

Place refers to the means of getting the product into the consumer's hands.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Difficult

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

71. Forces that are largely beyond the control of the marketing department and its organization are called:

- the four Ps.
- the marketing mix.
- controllable factors.
- environmental factors.

Select 

The environmental factors in a marketing decision are the uncontrollable factors involving social, economic, technological, competitive, and regulatory forces.

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Easy

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

72. Which of the following is not considered one of the five major environmental factors in marketing?

- social
- consumer
- competitive
- technological

Select 

Environmental factors are the uncontrollable factors involving social, economic, technological, competitive, and regulatory forces.

Accessibility: Keyboard Navigation  
Bloom's: Understand  
Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

73. Which of the following statements about environmental factors is not true?

- Environmental factors may restrict an organization's opportunities.
- Environmental factors may enhance an organization's opportunities.
- Environmental factors are also called controllable factors.
- Environmental factors include social, economic, technological, competitive, and regulatory forces.

Select 

The five forces may serve as accelerators or brakes on marketing, sometimes expanding an organization's marketing opportunities and other times, restricting them.

Accessibility: Keyboard Navigation  
Bloom's: Understand  
Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

74. Which of the following statements describes an environmental factor?

- Tupperware has more than 200,000 independent contractor dealers who market its entire product line.
- A car battery comes with a lifetime guarantee.
- An automobile offers a \$500.00 rebate.
- Several provinces have legislation requiring children under four to use car seats.

Select 

"Several provinces have legislation requiring children under four to use car seats" describes a regulatory environmental factor. It would have a positive effect for manufacturers of car seats. It might have a negative (costly) effect for day care centres providing transportation since they would have to purchase car seats for all children in their care under the age of four.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

Select 

75. Which of the following environmental factor(s) could have caused Toyota to decide to build a manufacturing plant in Canada instead of continuing to export their cars from Japan?

- a growing trend in Canada to "Buy Canadian"
- the failure of Honda in manufacturing Accords in Alliston, Ontario
- a rise in the value of the Canadian dollar relative to the Japanese yen
- decreased pressure from auto makers on the government for more restrictive quotas on Japanese car imports

The identified factors represent social, competitive, economic, and regulatory uncontrollable or environmental factors that

are not controllable by Toyota but could influence its decision to build a plant in Canada.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Difficult

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

76. Government legislation restricting Internet alcohol sales would affect online sellers such as Virtual Vineyards. For Virtual Vineyards, this legislation would be an example of a(n) \_\_\_\_\_ factor.

- environmental
- promotional
- process
- price

Select 

Government regulation is generally considered to be one of the uncontrollable or environmental factors that include social, technological, economic, competitive, and regulatory forces.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Difficult

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

77. After years of resistance, the People's Republic of China finally allowed Coca-Cola to import soft drinks into the country. The import restriction was an example of what is called in marketing an uncontrollable or \_\_\_\_\_ factor because it relates to forces outside the marketing company.

- epistemological
- technological
- environmental
- heuristic

Select 

Government regulation is generally considered to be one of the uncontrollable or environmental factors that include social, technological, economic, competitive, and regulatory forces.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

78. Which of the following statements about environmental forces is most accurate?

- Environmental forces are almost always controllable if the marketing department properly balances its marketing mix.
- Organizations that use the marketing concept can exert just as much influence on environmental forces as environmental forces can exert on an organization.
- Environmental forces consistently result in negative outcomes for an organization.
- Although many consider environmental forces a negative impact on a firm's marketing plans, some environmental forces can actually enhance a firm's marketing opportunities.

Select 

Government regulation is generally considered to be one of the uncontrollable or environmental factors that include social, technological, economic, competitive, and regulatory forces.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

79. The unique combination of benefits received by targeted buyers that include quality, price, convenience, on-time delivery, and both before-sale and after-sale service is called:

- target marketing.
- benefit segmentation.
- customer value.
- customer satisfaction.

Select 

Customer value is the unique combination of benefits received by the customer that include quality, price, convenience, on-time delivery, and both before-sale and after-sale service.

Accessibility: Keyboard Navigation


Bloom's: Remember

Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value;

Multiple Choice Question

satisfaction; and customer relationships.

Select 

80. Working in the customer service department at a local clothing retailer, Candice ensures that customer value is realized by consumers. Which of the following is not an area of her concern?

- convenience.
- online availability.
- quality.
- distribution (before-sale).

Customer value is the unique combination of benefits received by targeted buyers that include quality, price, convenience,



on-time delivery, and both before-sale and after-sale service.

Accessibility: Keyboard Navigation  
Bloom's: Understand  
Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

81. The process of building and developing long-term relationships with customers by delivering customer value and satisfaction is known as:

- Customer Lifetime Value
- Holistic marketing
- Synergistic marketing
- Customer Relationship Management

Select 

Customer relationship management is the process of building and developing long-term relationships with customers by delivering customer value and satisfaction.

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

82. If you ever talk to anyone who has flown on Singapore Air, you will no doubt hear that individual praise the food that was served during the flight, the friendliness of the air stewards, and the comfortable surroundings. From this description, you can surmise Singapore Air creates customer value by providing its customers with all of the following except:

- the best service.
- the most convenient flight schedules.
- the cheapest price.
- the best employees.

Select 

Outstanding customer value is delivered through the implementation of one of three value strategies - best price, best product, or best service. Note that this question does not consider price or flight schedules.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Difficult

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

83. Manugistics and i2 Technologies, two top vendors of supply chain management software, have recently launched their own online trading exchange aimed at creating a supply chain for their customers to make distribution of products and ideas easier for all involved. These two organizations hope to benefit from:

- eCRM.
- entropy.
- the 80/20 principle.
- a marketing chain.

Select 

eCRM is a web-centric personalized approach to managing long-term customer relationships electronically.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

84. A business traveler joined the Starwood Preferred Guest Program in order to earn points each time he stayed overnight in a Westin or Sheraton hotel. Once he has accumulated enough points, he can trade his points in for a free night's stay. As a member of this program, the traveler receives periodic updates on new hotels and learns of ways to earn additional points. This is an example of:

- customer relationship management.
- entropy.
- the 80/20 principle.
- customer valuation.

Select 

Customer relationship management is the process of building and developing long-term relationships with customers by delivering customer value and satisfaction.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

85. Which of the following statements about customer relationship management is true?

- Customer relationship management has a short-term focus on increasing profits.
- Customer relationship management is easy to implement.
- In an ideal setting, customer relationship management is a personal, ongoing relationship.

Select 

- Very few companies today are engaged in customer relationship management.

One of the characteristics of customer relationship management is its long-term focus. Relationship marketing is difficult to implement. Many companies use customer relationship management. It is difficult to engage in relationship marketing on the Internet because it lacks the personal touch, as such it is not the only ideal forum for customer relationship management.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Easy

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

86. Which of the following businesses is LEAST likely to be able to engage in customer relationship management?

- a beach shop that sells tourist mementos  
 a local restaurant that specializes in home-cooking  
 an online store  
 a library

Select 

It is unlikely that a tourist would make more than one or two visits to a shop selling items for the tourist market. The other choices describe businesses that can count on multiple visits from its customers.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

87. Walmart emails a two-for-one coupon for baby wipes to a consumer who has consistently made the previous purchases of diapers, baby clothes, baby toys, and baby food over the last three weeks. Walmart is likely using a \_\_\_\_\_ program to send the coupon.

- Customer Relationship Management (CRM)  
 Coupon-Based Incentives (CBI)  
 Coupon Relationship Management (CRM)  
 New Parent Management (NPM)

Select 

Customer relationship management is the process of building and developing long-term relationships with customers by delivering customer value and satisfaction. eCRM is a web-centric, personalized approach to managing long-term customer relationships electronically.

Accessibility: Keyboard Navigation

Bloom's: Apply


Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

88. WildPlay Element Parks uses Twitter, Facebook, and YouTube to share with consumers the fun activities that occur each day at their parks. These platforms are commonly referred to as:

- social media marketing  
 online marketing  
 social communication marketing  
 customer relationship management (CRM)

Select 

Social media marketing involves consumer-generated online-marketing efforts to promote brands and companies for which they are fans (or conversely, negatively promoting brands and companies for which they are non-fans), and the use by marketers of online tools and platforms to promote their brands or organizations.

Accessibility: Keyboard Navigation

Bloom's: Apply


Difficulty: Medium

Learning Objective: 01-07 Understand the emergence of the social media marketing era.

Multiple Choice Question

89. Disney calculates the total profit generated by their customers' purchases and visits to be over \$20,000 CDN over the customers' lifetime. They refer to this as:

- Customer lifetime value  
 Holistic profit  
 Synergistic profit  
 Customer relationship management

Select 

Customer lifetime value (CLV) is the profit generated by the customer's purchase of an organization's product or service over the customer's lifetime.

Accessibility: Keyboard Navigation


Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

90. A plan that integrates the elements of the marketing mix to provide goods, services, or ideas to the consumer and prospective buyers is referred to as:

Select 

- marketing strategy
- marketing program
- macromarketing program
- micromarketing program

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

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

91. After an assessment of needs, a marketing manager must translate ideas from consumers into concepts for products that a firm may develop. The result is called the:

- marketing strategy.
- marketing program.
- macromarketing program.
- micromarketing program.

Select 

Ideas must be converted into a tangible marketing program - a plan that integrates the marketing mix to provide goods, services, or ideas to potential consumers who are the market.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

92. Which step in a marketing program can sometimes experience communication issues between different departments?

- create a target market mission statement.
- determine consumer demographics.
- translate information about consumer needs into products that satisfy them.
- design product prototypes.

Select 

A marketing program is defined as a plan that integrates the marketing mix to provide a good, service, or idea to prospective buyers. When a marketer is translating these needs to the product design team, there can be situations of confusion that produce a product that is not exactly addressing the consumer's original needs.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Difficult

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

93. Rollerblade developed the Junior line of skates that can be modified to fit a child's foot as it grows. The \_\_\_\_\_ for this product line is children.

- market aggregation
- target market
- marketing program
- marketing mix

Select 

A target market is a specific group of potential consumers toward which an organization directs its marketing program.

Accessibility: Keyboard Navigation

Bloom's: Apply


Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

Multiple Choice Question

94. Magazines such as Time, Sports Illustrated, and People have launched kid and teen editions. Children and teens are the product line's \_\_\_\_\_.

- market aggregation
- target market
- marketing program
- marketing mix

Select 

A target market is a specific group of potential consumers toward which an organization directs its marketing program.


Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

Multiple Choice Question

Select 

95. Rollerblade's decision to feature its inline skates in sports competition and magazines like Shape and Mademoiselle is most closely related to which element of the marketing mix?

- product
- promotion
- price
- place

Promotion is a means of communication between the seller and buyer.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

96. When Rollerblade's marketing department designs a strategy to make it easy for inline skate buyers to buy them at a retail outlet that is convenient to them and where they feel comfortable shopping, it is concerned with the \_\_\_\_\_ element of the marketing mix.

- product
- promotion
- price
- place

Select 

Place refers to the means of getting the product into the consumer's hands.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

97. The primary function of the Pillsbury Company was to mill quality flour during the \_\_\_\_\_ era.

- production
- sales
- marketing concept
- societal marketing concept

Select 

Robert Keith, a Pillsbury president, described his company at this stage: "We are professional flour millers. Blessed with a supply of the finest North American wheat, plenty of water power, and excellent milling machinery, we produce flour of the highest quality. Our basic function is to mill quality flour." This sort of thinking typified the production era.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

98. Although it was thought in the 19<sup>th</sup> century that production creates its own demand, in the first third of the 20<sup>th</sup> century, North American companies began to produce more goods than their regular buyers could consume. At the same time, competition became more significant, and the problems of reaching the market became more complex. It was for these reasons the \_\_\_\_\_ era began.

- product
- production
- sales
- marketing concept

Select 

During the sales era firms hired more salespeople to find new buyers as a solution to this problem.

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

99. Shortly after World War II, Sam Jackson developed an idea for a biodegradable lubricant that was superior to anything currently on the market. He was excited about his new idea, and he has persuaded a number of his friends to help produce samples. He hired a salesforce to sell the device to manufacturing companies in the area. This is a good example of behaviour one would expect in the \_\_\_\_\_ era.

- marketing concept
- market orientation
- production
- sales

Select 

Those businesses in the sales era were concerned mainly with selling products that their company designed, without a serious attempt to understand the wants and needs of people in the target market.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

100. Which of the following statements is the primary reason that explains why businesses moved from the production era to the sales era?

- The population was moving away from urban areas.
- There were too many customers to serve.
- Competition grew as the production of goods increased and firms discovered that they could produce more goods than their regular buyers could consume.
- Advertising was becoming a major marketing force.

Select 

Production techniques improved, and capacity increased. Firms began producing more goods than their regular customers could consume. Competition increased and the thrust was to find new customers and markets to consume surplus goods.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

101. Imagine a confectionary company has introduced a new nutty candy bar during the 1930s (the sales era). How would you expect the company to react if sales of this new candy bar were much lower than expected?

- 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 forget the whole thing.

Select 

The central notion of the sales era was that the quality and production of the product was fine. If sales were down, it was the result of a saturated market and all that had to be done was to find a new group of customers or a new market without altering the product itself - a task assigned to the sales force.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Difficult

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

102. What was the major reason competition increased during the sales era in North American business history?

- firms could produce more than they could sell
- more sales people were hired
- prices increased
- barriers to enter were lowered

Select 

Answer A is the underlying reason why competition increased. All other answers are a result of firms having the ability to produce more than they could sell.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

103. The core of the marketing department at Coca Cola is the idea that their products should seek to satisfy the wants of customers while also trying to achieve the organization's goals. This is known as

- concept of synergy
- marketing concept
- principle of consumerism
- societal marketing concept

Select 

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

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

104. In the 1960s, Pillsbury defined its mission as, "We are in the business of satisfying needs and wants of customers." This is a brief statement of what has come to be known as the:

- hard-sell strategy.
- soft-sell strategy.
- selling concept.
- marketing concept.

Select 


Pillsbury is a prime example of a company that adopted the marketing concept since it was among the first to realize the value of the idea.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

Select 

105. Many who attend circuses particularly look forward to the performances that use lions, tigers, elephants, monkeys, and other animals and get a great deal of pleasure from watching these acts. There are also a lot of people who enjoy the other circus acts but feel strongly that these animals are being abused because they are forced to perform. This example indicates it is not always easy to act in accordance with the:

- marketing concept.
- marketing mix.
- organizational strategy.
- sales quota.

The marketing concept is the idea that an organization should seek to satisfy the wants of customers while also trying to

achieve the organization's goals.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Difficult

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

106. Which of the following statements about the marketing concept era is true?

- During the marketing concept era, companies tried to satisfy the needs of consumers while also achieving the organization's goals.
- During the marketing concept era, companies tried to satisfy the wants of the consumer no matter what.
- During the marketing concept era, companies believed if you produced as much as you can, at the highest quality level, for the lowest price, the product will sell itself.
- All firms are now operating with a marketing concept era philosophy.

Select 

The marketing concept era is the present period of the evolution of the marketing orientation for many firms. It is consumer oriented so organizations strive to produce products that meet consumer needs while achieving organizational objectives.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

107. The latest marketing concept is known as:

- consumer individualism
- mobile marketing
- online marketing
- social media marketing

Select 

Social media marketing involves consumer-generated online-marketing efforts to promote brands and companies for which they are fans (or conversely, negatively promoting brands and companies for which they are non-fans), and the use by marketers of online tools and platforms to promote their brands or organizations.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Easy

Multiple Choice Question Learning Objective: 01-07 Understand the emergence of the social media marketing era.

108. During the marketing concept era, it is noted that most marketing ideas are fed into the production cycle from *after* an item is produced to \_\_\_\_\_ it is designed.

- after
- at the same time
- before
- when

Select 

This statement emphasizes that marketing ideas are fed into the production cycle from after an item is produced to before it is designed.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

109. Which era of business history does the following statement best describe? "We are in the business of satisfying needs and wants of consumers."

- the production era
- the sales era
- the marketing concept era
- the marketing orientation era

Select 

In the 1960s, marketing became the motivating force among many North American firms.

Accessibility: Keyboard Navigation


Bloom's: Remember

Difficulty: Easy

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

110. Supply exceeded demand; products could be differentiated from each other; and producers determined different consumer wants and needs. This statement most likely refers to which era in business history?

- production
- sales
- marketing concept
- industrial revolution

Select 

Producers have sought to discover consumer wants and needs - a characteristic that distinguishes the marketing concept era from the earlier production and sales eras.

Multiple Choice Question

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Difficult

Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

111. Integrating marketing into all phases of the business process was the goal of which business era?

- production
- sales
- marketing concept
- industrial revolution

Select 

At this time the idea that marketing ideas are fed into the production cycle from after an item is produced to before it is designed, helped illustrate that marketing concept is a focus on the consumer.

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Difficult

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

112. What element of the marketing mix for WildPlay Element Parks is described by its four British Columbia locations?

- product
- promotion
- place
- price

Select 

Figure 1-4

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

113. In the movie, *The Tin Men*, two rival salesmen engaged in a variety of dishonest and unethical practices in order to sell aluminum siding to homeowners. Their job was difficult, in part, because the supply of aluminum siding surpassed the demand for the product and competition was intense. This situation is indicative of the \_\_\_\_\_ era of business history.

- production
- sales
- marketing concept
- market orientation

Select 

During the sales era, marketing organizations concentrated on selling products they could most readily produce rather than on developing products designed to satisfy the needs of customers.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

114. An organization that focuses its efforts on continuously collecting information about customers' needs and competitors' capabilities, sharing this information across departments, and using the information to create customer values is said to:

- stress the societal marketing concept.
- have a focus on macromarketing.
- have a non-profit orientation.
- have a market orientation.

Select 

Firms have achieved great success by putting huge effort into implementing the marketing concept, giving their firms what has been called market orientation.

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy


Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value;

satisfaction; and customer relationships.

Multiple Choice Question

115. A market orientation towards consumers and competitors requires:

- the development of multiple target markets and marketing mixes.
- a firm to engage in industrial espionage.
- involvement of managers and employees throughout the firm.
- considerable corporate downsizing.

Select 

Market orientation focuses its efforts on (1) continuously collecting information about customers' needs and competitors' capabilities, (2) sharing this information across departments, and (3) using the information to create customer value.

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Difficult

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value;

satisfaction; and customer relationships.

Multiple Choice Question

116.

Select 

When WildPlay encourages their consumers to post pictures of their experience on Instagram, Facebook, and Twitter, WildPlay is embracing which marketing concept?

- social media marketing
- promotion
- online marketing
- consumer-driven marketing

Social media marketing involves consumer-generated online-marketing efforts to promote brands and companies for which they are fans (or conversely, negatively promoting brands and companies for which they are non-fans), and the use by marketers of online tools and platforms to promote their brands or organizations.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-07 Understand the emergence of the social media marketing era.

117. As organizations have changed their orientation, society's expectations of marketers have also changed. Today, the emphasis of marketing practice has shifted from \_\_\_\_\_ to consumers' interests.

- social responsibilities
- government regulation
- producers' interests
- suppliers' interests

Select 

Organizations are increasingly encouraged to consider the social and environmental consequences of their actions.

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

118. Target retail stores use their proprietary REDcard to understand their buyers intimately, and develop favourable long-term perceptions of their buying habits, so Target can offer promotions and products that are more likely for that buyer to purchase at their store. This concept is referred to as:

- A flexible marketing system
- A database warehouse
- Customer relationship management
- Competitive intelligence

Select 

Customer relationship management is the process of building and developing long-term relationships with customers by delivering customer value and satisfaction.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

119. Every day, buyers from large utility companies and sellers from energy companies visit an online exchange dealing in wholesale electricity and gas to negotiate prices for the energy that heats and lights many homes and businesses. The exchange knows there are competitors vying for its customers so it relies heavily on technology to build and retain strong, one-on-one relationships with each customer. The exchange uses \_\_\_\_\_ to know its customer and to win their allegiance.

- a flexible marketing system
- a database warehouse
- customer relationship management
- competitive intelligence

Select 

Customer relationship management is the process of building and developing long-term relationships with customers by delivering customer value and satisfaction.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Select 

120. United Way of Greater Toronto (UWGT), like many charities, is sitting on a gold mine of donor data. Locked up in its computer and paper files are records of millions of companies, groups, and individuals that have donated in past years. Also like most philanthropic organizations, UWGT was having a rough time using that information efficiently. It could blanket past donors with generic mailings, but it could not offer its donors anything that would make people donate to it instead of other charities. Which of the following tools would be most useful for the non-profit organization to use?

- a flexible marketing system
- a database warehouse
- customer relationship management
- competitive intelligence

Students may have some difficulty with this question because it has to do with a non-profit, but they should realize that donors are a type of customer. Non-profits direct their marketing efforts towards donors, which are their ultimate



customers, just like a running store directs their marketing efforts towards runners, which are their customers.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Difficult

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

121. Customer relationship management (CRM) is most closely related to the \_\_\_\_\_ era in the evolution of marketing.

- production
- customer experience management
- sales
- societal marketing

Select 

To be effective, CRM must include a customer experience management (CEM) strategy.

Accessibility: Keyboard Navigation

Bloom's: Understand


Difficulty: Difficult

Learning Objective: 01-06 Explain why some organizations have transitioned from the market orientation era to the customer experience management era.

Multiple Choice Question

122. Stephanie has worked at the United Way for the last twenty years; in her time, she has seen the change in response rates to donor campaigns shift from calling programs to online Facebook donations. As a result, some suggest that \_\_\_\_\_ is the biggest shift in the economy since the Industrial Revolution.

- social media marketing
- the marketing concept
- customer relationship management
- ethics

Select 

Some experts are suggesting that we are also in the midst of the emergence of the social media marketing era. In fact, some suggest that social media marketing is the biggest shift in the economy since the Industrial Revolution.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Difficult

Learning Objective: 01-07 Understand the emergence of the social media marketing era.

Multiple Choice Question

123. Consumer-generated online marketing efforts to promote brands and companies for which they are fans are known as \_\_\_\_\_.

- e-marketing
- interactive marketing
- customer relationship management
- social media marketing

Select 

Social media marketing involves consumer-generated online-marketing efforts to promote brands and companies for which they are fans (or conversely, negatively promoting brands and companies for which they are non-fans), and the use by marketers of online tools and platforms to promote their brands or organizations.

Accessibility: Keyboard Navigation

Bloom's: Remember


Difficulty: Easy

Learning Objective: 01-07 Understand the emergence of the social media marketing era.

Multiple Choice Question

124. Consumer-generated online marketing efforts to negatively promote brands and companies for which they are non-fans are known as \_\_\_\_\_.

- e-marketing
- interactive marketing
- customer relationship management
- social media marketing

Select 

Social media marketing involves consumer-generated online-marketing efforts to promote brands and companies for which they are fans (or conversely, negatively promoting brands and companies for which they are non-fans), and the use by marketers of online tools and platforms to promote their brands or organizations.

Accessibility: Keyboard Navigation

Bloom's: Remember


Difficulty: Easy

Learning Objective: 01-07 Understand the emergence of the social media marketing era.

Multiple Choice Question

125. The use by marketers of YouTube, Twitter, and Instagram to promote their brands or organizations is known as \_\_\_\_\_.

- e-marketing
- interactive marketing
- customer relationship management
- social media marketing

Select 

Social media marketing involves consumer-generated online-marketing efforts to promote brands and companies for which they are fans (or conversely, negatively promoting brands and companies for which they are non-fans), and the use

by marketers of online tools and platforms to promote their brands or organizations.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-07 Understand the emergence of the social media marketing era.

126. What are the moral principles and values that govern the actions and decisions of an individual or group called?

- ethics
- social responsibilities
- modes of behaviour
- legal codes

Select 

The scope of ethics is broader than societal marketing concepts, and narrower than habits, modes of behaviour, or social responsibility, where the latter relates to society as a whole and not to the decisions made by individual firms or people.

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they

relate to the individual; organizations; and society.

Multiple Choice Question

127. Which of the following activities is the LEAST objectionable from the standpoint of ethics?

- producing children's toys from a material that causes rashes among many people
- supplying a product that satisfies a natural urge but ultimately becomes an addiction
- producing and selling a product that some medical experts believe has dangerous long run health risks
- running ads that point out the weaknesses of competitive products

Select 

"Running ads that point out the weaknesses of competitive products" is the only answer that is not a threat to physical or social well-being; in fact, it increases available information and should help consumers make more knowledgeable decisions. So only choice D meets the sense of ethics - the moral principles and values that govern the actions and decisions of an entire group.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they

relate to the individual; organizations; and society.

Multiple Choice Question

128. A local home construction business sponsors an annual community picnic to raise funds for needed projects in the community. This is an example of:

- community engagement
- social responsibility
- growing long term prospective customers
- highlighting to the community how well off they are

Select 

While many ethical issues involve only the buyer and seller, others involve society as a whole. Social responsibility is the idea that organizations are accountable to a larger society.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they

relate to the individual; organizations; and society.

Multiple Choice Question

129. Which of the following most directly explains why pharmaceutical giant Pfizer offered low-income senior citizens many of its most widely used prescriptions for \$15 each a month?

- the profit motive
- the societal marketing concept
- its internal environment
- its regulatory environment

Select 

The societal marketing concept is the idea that organizations are a part of a larger society and are accountable to society for their actions.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they

relate to the individual; organizations; and society.

Multiple Choice Question

Select 

130. When Eastman Kodak Company concerns itself with disposal of its film packages in national parks by promoting the slogan "Take only pictures, leave only footprints," it is acting in accordance with:

- the profit motive.
- the societal marketing concept.
- its internal environment.
- its regulatory environment.

This example is similar to the one given in the text about Stratus Vineyards, which is an organic and sustainable winery in

Ontario.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Difficult

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

131. In the past, Burger King, Wendy's, and McDonald's used to market their burgers in non-biodegradable Styrofoam containers. In response to calls from the public to use more environmentally friendly materials, most fast food marketers use paper containers for their burgers. Indeed, many such containers are made from recycled materials. This is an example of:

- macromarketing by the fast food chains.
- the societal marketing concept.
- reverse marketing.
- consumer advocacy.

Select 

Marketing organizations exist in a larger society. As such, the marketing organization's activities and decisions should take into consideration the well-being of society at large. This means that socially responsible marketers seek to satisfy the needs of both the customer and the organization and the needs of society as well.

Accessibility: Keyboard Navigation

Bloom's: Apply


Difficulty: Medium

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

132. 3M innovators developed Scotchbrite Never Rust Wool Soap Pads from recycled plastic bottles. These soap pads are more expensive than competitors (S.O.S. and Brillo) but also superior to them because Scotchbrite Never Rust Wool Soap Pads don't rust or scratch. Which statement most accurately reflects this solution?

- is environmentally friendly, socially responsible, and competitive.
- offsets the sale of their cheaper products.
- was seen as too expensive by their target market.
- is ethical and socially responsible.

Select 

With its innovative product 3M both offsets the costs of recycling and increases consumer value. Thus, consumers have been willing to pay a premium.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

133. Many environmentally friendly products have been costly to produce, and consumers have not been willing to pay a premium for them. As a result, companies often question if they can be both \_\_\_\_\_ and competitive.

- technologically advanced
- fiscally responsible
- socially responsible
- compliant with demand

Select 

Social responsibility is the idea that organizations are accountable to a larger society. The well-being of society at large should also be recognized in an organization's marketing decisions.

Accessibility: Keyboard Navigation

Bloom's: Understand


Difficulty: Easy

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

134. The interactive marketing concept refers to:

- the idea that an organization's marketing plans must include a highly interactive marketing campaign, such as posting photos on Twitter of your experience using the product
- the idea that organizations are only successful if they tell buyers what they need to know
- electronic two-way communication between buyer and seller in which the buyer can control the kind and amount of information received from the seller
- electronic two-way communication between buyer and seller in which the buyer cannot control the kind and amount of information received from the seller

Select 

Interactive marketing involves two-way buyer-seller electronic communication in which the buyer can control the kind and amount of information received from the seller.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

135. When Dove asked customers to create new ads for a novel environmentally friendly product they were releasing, with the winner being used nationwide, this was an example of:

Select 

- interactive marketing
- consumer submissions
- online marketing
- green marketing

Interactive marketing involves two-way buyer-seller electronic communication in which the buyer can control the kind and amount of information received from the seller.

Accessibility: Keyboard Navigation

Bloom's: Apply


Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

136. According to the societal marketing concept, who is most important in deciding what needs and wants are good for consumers in the long run?

- the organization itself
- the individual consumers
- regulatory bodies
- marketing researchers

Select 

The societal marketing concept holds that the organization itself should discover and satisfy the needs of its consumers while also providing for society's well-being. There is an admitted problem with adopting this orientation: organizations voluntarily choosing actions that they see as good for consumers and society. Marketing researchers may suggest concerns about society, but they do not make the final decision about what to do.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Difficult

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

137. The societal marketing concept is most closely related to:

- the controllable forces within an organization's environment.
- the sociocultural environment.
- micromarketing.
- macromarketing.

Select 

The societal marketing concept is directly related to macromarketing, which looks at the aggregate flow of a nation's goods and services to benefit society.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Easy

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

138. Two-way electronic communication between buyer and seller in which the buyer can control the kind and amount of information received from the seller is known as:

- interactive marketing
- social media marketing
- online marketing
- consumer marketing

Select 

Interactive marketing involves two-way buyer-seller electronic communication in which the buyer can control the kind and amount of information received from the seller.

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

139. The discipline that addresses broad issues such as whether marketing costs too much, whether advertising is wasteful, and what resource scarcities and pollution side effects result from the marketing system is called:

- micromarketing.
- macromarketing.
- societal marketing.
- financial marketing.

Select 

Macromarketing deals with the aggregate flow of a nation's goods and services to benefit society.


Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Medium

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

Select 

140. Which of the following statements best distinguishes between macromarketing and micromarketing?

- Macromarketing uses a marketing program, and micromarketing does not.
- Macromarketing is affected by environmental factors, but micromarketing is not.
- Micromarketing is affected by environmental factors, but macromarketing is not.
- Macromarketing looks at the flow of an entire nation's goods and services, and micromarketing concerns itself with the marketing activities of a single firm.

Macromarketing addresses broad issues such as whether marketing costs too much, while micromarketing addresses how an individual organization allocates its resources to benefit its customers.

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Medium

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

141. How an individual organization directs its marketing activities and allocates its resources to benefit its customers is known as:

- micromarketing.
- market restructuring.
- cultural marketing.
- macromarketing.

Select 

Micromarketing deals with how an individual organization directs its marketing activities and allocates its resources to benefit its customers.

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Easy

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

142. Christopher, a marketer with Pepsi, asks the company's followers on Twitter to post homemade advertisements for a new version of Pepsi called Pepsi Chill. Christopher is engaging in what type of marketing?

- interactive
- social
- Twitter
- online

Select 

Interactive marketing involves two-way buyer-seller electronic communication in which the buyer can control the kind and amount of information received from the seller.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

143. Which of the following companies is most likely to utilize interactive marketing?

- Dove Beauty Products
- TD Financial Bank
- Manulife Insurance
- The Conservative Party of Canada

Select 

Interactive marketing involves two-way buyer-seller electronic communication in which the buyer can control the kind and amount of information received from the seller.


Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Difficult

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Multiple Choice Question

144. What kinds of organizations engage in marketing?

- only those that can afford national advertising
- very large and established nonprofit organizations
- exclusively Fortune 1000 companies
- every organization markets

Select 

Every organization markets, because in some way it is important for it to encourage people either to engage in exchanges with it, or perhaps just to think or behave in a particular way - as in the case of many non-profits such as the Canadian Red Cross or government agencies such as the Ministry of Transportation.

Accessibility: Keyboard Navigation  
Bloom's: Understand  
Difficulty: Easy

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

Select 

145. The individuals who use the goods and services purchased for a household are collectively referred to as:

- family buyers.

- household buyers.
- ultimate consumers.
- nonprofessional buyers.

Ultimate consumers are people—whether 80 years or 8 months old—who use the goods and services purchased for a household.

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Easy

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

146. Swiffer would describe the user of their Swiffer Wet-Jet mop as:

- situational buyers
- primary buyers
- ultimate consumers
- purchasing agents

Select 

Both individuals and organizations buy and use goods and services that are marketed. Ultimate consumers refer to the individuals rather than the organizations.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

147. An ultimate consumer is considered someone who:

- uses the goods or services purchased for the household
- uses the goods or services purchased for an organization
- who resells the goods purchased to new consumers
- who returns the goods purchased to a local goodwill thrift store

Select 

An ultimate consumer is the person who uses the goods or services purchased for the household.

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

148. Which of the following is an example of an ultimate consumer?

- a newspaper reporter who buys a plane ticket to Washington, D.C., to cover the presidential inauguration
- a school teacher who bought a ticket to the 2002 Winter Olympics opening ceremonies in Salt Lake City
- an office receptionist who renews the magazines that are found in the office waiting room
- a retailer who buys poster board to make signs for an upcoming store sale

Select 

An ultimate consumer is the person who uses the goods or services purchased themselves. Only "a school teacher who bought a ticket to the 2002 Winter Olympics opening ceremonies in Salt Lake City" describes an individual who will not be using his or her purchase in a job-related task.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Difficult

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

149. GE, JC Penny, Saks Fifth Avenue, and the Canadian Federal Government are collectively referred to as:

- intermediate buyers.
- purchasing agents.
- organizational buyers.
- professional buyers' organizations.


Select 

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

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

Select 

150. Organizational buyers are most accurately described as:

- buyers of high cost items.
- buyers of household items.
- manufacturers, retailers, or government agencies buying for their own use or resale.
- any individual or group making a purchase worth over \$100,000.

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

Multiple Choice Question

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Understand the breadth and depth of marketing.

151. Which of the following is the best example of an organizational buyer?

- a mother buying milk for her young son
- a computer programmer buying the latest game for his Playstation
- a store owner buying hand-painted slate signs to sell in her store
- a botanist buying a rose bush for his home garden

Select 

Organizational buyers are manufacturers, retailers, or government agencies buying for their own use or resale. Only the store owner here describes an individual who will not use his or her purchases for personal use.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

152. What element of the marketing mix for WildPlay Element Parks is described by \$40 aerial tree courses for adults?

- product
- price
- promotion
- place

Select 

Figure 1-4

Accessibility: Keyboard Navigation


Bloom's: Apply

Difficulty: Medium

Multiple Choice Question Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

153. To be effective, customer relationship management requires all of the following except:

- the involvement of managers.
- the commitment of managers.
- the involvement of consumers.
- application of information technology.

Select 

To be effective, customer relationship management requires the involvement and commitment of managers and employees throughout the organization and the growing application of information technology.

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value;

Multiple Choice Question

satisfaction; and customer relationships.

154. Telus uses a web-centric, personalized approach to managing long-term customer relationships electronically. The tool they likely use is known as

- CRM.
- eCRM.
- CR-V.
- CLV.

Select 

eCRM is a web-centric, personalized approach to managing long-term customer relationships electronically.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Easy


Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value;

Multiple Choice Question

satisfaction; and customer relationships.

155. Ethics serve as:

- guidelines on how to act correctly and justly.
- tools for improving ROI.
- guidelines on understanding how potential customers buy.
- guidelines on how to allocate resources.

Select 

Ethics are the moral principles and values that govern the actions and decisions of an individual or group. They serve as guidelines on how to act correctly and justly.

Accessibility: Keyboard Navigation


Bloom's: Understand

Difficulty: Easy

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they

Multiple Choice Question

relate to the individual; organizations; and society.

Select 

156. Ethics are:

- the critical-mass point in the collective attitude within many organizations.

- tools for improving ROI.
- guidelines on understanding how potential customers buy.
- moral principles and values.

Ethics are the moral principles and values that govern the actions and decisions of an individual or group. They serve as guidelines on how to act correctly and justly.

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

157. Changing the oil in your old vehicle and dumping the oil down a sewer is an illustration of the issue of:

- CRM
- ethics
- social responsibility
- micromarketing

Select 

Social responsibility means that individuals and organizations are part of a larger society and are accountable to that society for their actions.

Accessibility: Keyboard Navigation

Bloom's: Apply


Difficulty: Medium

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

158. Flushing unused medication down the toilet is an illustration of the issue of:

- CRM
- ethics
- macromarketing
- social responsibility

Select 

Social responsibility means that individuals and organizations are part of a larger society and are accountable to that society for their actions.

Accessibility: Keyboard Navigation

Bloom's: Apply


Difficulty: Medium

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

159. Google uses environmentally friendly Prius vehicles to do their driving around cities to collect data for Google Maps Streetview. This is an illustration of the issue of:

- CRM
- ethics
- macromarketing
- social responsibility

Select 

Social responsibility means that individuals and organizations are part of a larger society and are accountable to that society for their actions.

Accessibility: Keyboard Navigation

Bloom's: Apply


Difficulty: Medium

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

160. When the local municipality announces a water shortage due to the lack of rain in recent weeks, you choose to turn off your automatic sprinkler system. This is an example of:

- CRM
- ethics
- macromarketing
- social responsibility

Select 

Social responsibility means that individuals and organizations are part of a larger society and are accountable to that society for their actions.

Accessibility: Keyboard Navigation

Bloom's: Apply


Difficulty: Medium

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

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

- Ethics
- The societal marketing concept

Select 



- Customer relationship management
- Macromarketing

Societal marketing concept is the view that an organization should discover and satisfy the needs of its consumers in a way that also provides for society's well-being.

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Easy

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Multiple Choice Question

162. A recent study indicated that \_\_\_\_\_ percent of executives believed that improving customer experience was critical to the future growth of their companies.

- 60
- 70
- 80
- 90

Select 

See customer experience management era

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Easy

Learning Objective: 01-06 Explain why some organizations have transitioned from the market orientation era to the customer experience management era.

Multiple Choice Question

163. A CRM is only effective if it includes:

- a customer experience management strategy
- free coupons for long term buyers
- an online platform
- a social media strategy

Select 

Customer experience management (CEM) involves managing the customers' interactions with the organization at all levels and at all touchpoints (direct and indirect contacts of the customer with an organization) so that the customer has a positive impression of the organization, is satisfied with the experience, and will remain loyal to the organization.


Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Learning Objective: 01-06 Explain why some organizations have transitioned from the market orientation era to the customer experience management era.

Multiple Choice Question

164. When a person feels physiologically deprived of basic necessities, such as food, clothing, and shelter, they are missing critical \_\_\_\_\_.

- wants
- needs
- purchases
- complaints

Select 

A need occurs when a person feels physiologically deprived of basic necessities, such as food, clothing, and shelter.


Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Easy

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

Multiple Choice Question

165. A starving person has first and foremost a:

- want.
- need.
- purchase.
- complaint.

Select 

A need occurs when a person feels physiologically deprived of basic necessities, such as food, clothing, and shelter.


Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Easy

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

Multiple Choice Question

166. A person living on the street in Winnipeg during the winter likely has a(n) \_\_\_\_\_ for shelter.

- want
- need
- want and need
- ability to pay for

Select 

A need occurs when a person feels physiologically deprived of basic necessities, such as food, clothing, and shelter. A

want is a felt need.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.

Multiple Choice Question

167. Which tool would organizations want to use if their goal was to engage customers in collaborative dialogue for mutual benefits?

- societal marketing
- online forum
- social media
- social CRM

Select 

Social CRM is the use of social media to enable organizations to engage customers in collaborative conversations for mutually beneficial value.

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Multiple Choice Question

Learning Objective: 01-07 Understand the emergence of the social media marketing era.

168. TD Bank creates an online area where customers can discuss with TD ways to make communities 'greener,' by reducing paper or planting more trees. TD is likely using \_\_\_\_\_ to engage these customers.

- social CRM
- CSR plan
- societal marketing concept
- social media

Select 

Social CRM is the use of social media to enable organizations to engage customers in collaborative conversations for mutually beneficial value.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Difficult

Multiple Choice Question

Learning Objective: 01-07 Understand the emergence of the social media marketing era.

169. WestJet markets their flights to both businesspeople and consumers, this is an example of:

- an organization's marketing efforts
- a diversified product
- a multi-use product
- tiered pricing for economy and first class

Select 

WestJet is a business firm involved in selling airline trips which is a service.

Accessibility: Keyboard Navigation

Bloom's: Apply

Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

170. Which of the following is an example of an organization marketing an idea?

- WestJet airlines.
- Nikon cameras.
- Crest toothpaste.
- Donating to the Salvation Army.

Select 

Ideas are intangibles involving thoughts about actions or causes, such as donating to the Salvation Army.

Accessibility: Keyboard Navigation

Bloom's: Apply


Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

171. Which of the following is an example of an organization marketing a good?

- Donating to the Salvation Army.
- Apple Computers.
- Canadian Museum of Civilization.
- Financial advice from TD Waterhouse.

Select 

Apple Computers is a business firm involved in manufacturing goods.

Accessibility: Keyboard Navigation

Bloom's: Apply


Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

172. All of the following are examples of an organization marketing a service EXCEPT:

- Long-distance telephone calls offered by the Telus Group.

Select 

- TD Bank discussing mortgage rates.
- PwC discussing an audit.
- Donating to the Trans-Canada Trail project.

Donating to the Trans-Canada Trail is a good.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

173. Which of the following is an example of an organization marketing an idea?

- WestJet airlines.
- Nikon cameras.
- Apple Computers.
- Donating to the Trans-Canada Trail project.

Select 

Ideas are intangibles involving thoughts about actions or causes, such as donating to the Trans-Canada Trail project.

Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

174. Managing the customers' interactions with the organization at all levels and at all touchpoints so that the customer has a positive impression of the organization, is satisfied with the experience, and will remain loyal to the organization is referred to as:

- marketing management
- customer relationship management
- customer experience management
- customer loyalty

Select 

CEM is managing the customers' interactions with the organization at all levels and at all touchpoints so that the customer has a positive impression of the organization, is satisfied with the experience, and will remain loyal to the organization.

Accessibility: Keyboard Navigation  
Bloom's: Remember  
Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-06 Explain why some organizations have transitioned from the market orientation era to the customer experience management era.

175. WestJet views their customers as guests rather than just travelers or passengers. Because the goal of this strategy is about experience-based differentiation at all touchpoints (websites, in-flight, ticket agents), WestJet can be said to be practicing:

- customer relationship management
- the selling orientation
- the marketing orientation
- customer experience management

Select 

CEM is managing the customers' interactions with the organization at all levels and at all touchpoints so that the customer has a positive impression of the organization, is satisfied with the experience, and will remain loyal to the organization.


Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Difficult

Multiple Choice Question

Learning Objective: 01-06 Explain why some organizations have transitioned from the market orientation era to the customer experience management era.

176. Pete's Frootique (independent grocer in Halifax) has a piano player in the store, complimentary boxes of raisins, and even individual fresh-cut sunflowers. Because they want customers to have an enjoyable shopping experience, they are said to be engaged in:

- customer loyalty management.
- customer experience management.
- customer relationship management.
- market relationship management.

Select 

CEM is managing the customers' interactions with the organization at all levels and at all touchpoints so that the customer has a positive impression of the organization, is satisfied with the experience, and will remain loyal to the organization.

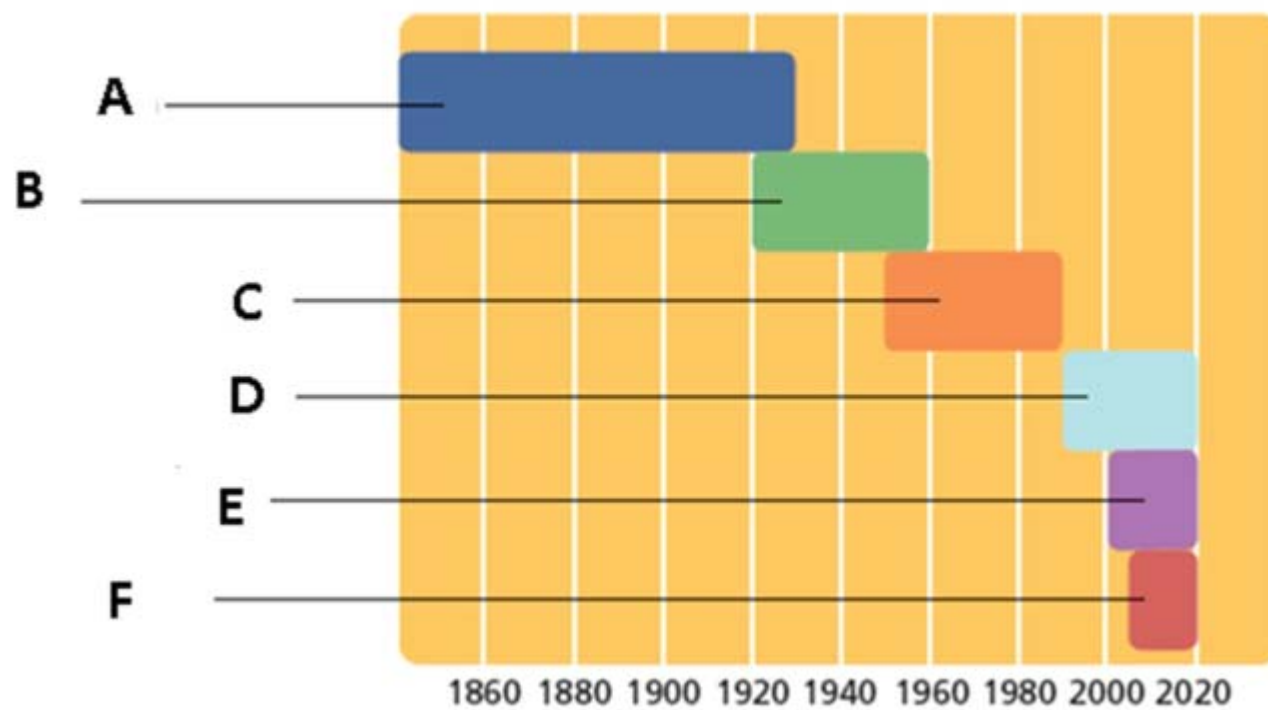
Accessibility: Keyboard Navigation  
Bloom's: Apply  
Difficulty: Medium

Multiple Choice Question

Learning Objective: 01-06 Explain why some organizations have transitioned from the market orientation era to the customer experience management era.

Select 

Figure 1-5



Reference: 01-177

177. In Figure 1-5, letter "A" represents which stage in the life of market-oriented manufacturing firms?

- Sales era  
 Production era  
 Age of consumerism  
 Marketing concept era

Select

The first stage, the *production era*, covers the early years of the United States up until the 1920s. Goods were scarce and buyers were willing to accept virtually any goods that were available and make do with them.

Bloom's: Understand  
Difficulty: Medium

Multiple Choice Question

Reference: 01-177

Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

178. In Figure 1-5, letter "B" represents which stage in the life of market-oriented manufacturing firms?

- Sales era  
 Production era  
 Age of consumerism  
 Marketing concept era

Select

In the *sales era* from the 1920s to the 1960s, manufacturers found they could produce more goods than buyers could consume. Competition grew. Firms hired more salespeople to find new buyers. This sales era continued into the 1960s for many American firms.

Bloom's: Understand  
Difficulty: Medium

Multiple Choice Question

Reference: 01-177

Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

179. In Figure 1-5, letter "C" represents which stage in the life of market-oriented manufacturing firms?

- Sales era  
 Production era  
 Age of consumerism  
 Marketing concept era

Select

Starting in the late 1950s, marketing became the motivating force among many American firms and the *marketing concept era* dawned. The marketing concept is the idea that an organization should (1) strive to satisfy the needs of consumers, (2) while also trying to achieve the organization's goals.

Bloom's: Understand  
Difficulty: Medium

Multiple Choice Question

Reference: 01-177

Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

180. In Figure 1-5, letter "D" represents which stage in the life of market-oriented manufacturing firms?

- Market orientation era  
 Production era  
 Age of consumerism  
 Marketing concept era

Select

An organization that has a market orientation focuses its efforts on (1) continuously collecting information about customers' needs, (2) sharing this information across departments, and (3) using it to create customer value.

Bloom's: Understand  
Difficulty: Medium

Multiple Choice Question

Reference: 01-177

Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

Select

Figure 1-1



Reference: 01-181

181. In Figure 1-1, "A" represents a firm's alliances with

- suppliers
- customers
- other organizations
- other departments

Select

An organization's marketing department relates to many people, groups, and forces.

Bloom's: Understand  
Difficulty: Medium

Multiple Choice Question

Reference: 01-181

Learning Objective: 01-02 Understand the breadth and depth of marketing.

182. In Figure 1-1, "B" represents a firm's partnerships with

- other organizations
- suppliers
- shareholders
- customers

Select

An organization's marketing department relates to many people, groups, and forces.

Bloom's: Understand  
Difficulty: Medium

Multiple Choice Question

Reference: 01-181

Learning Objective: 01-02 Understand the breadth and depth of marketing.

183. In Figure 1-1, "C" represents a firm's ownership with

- other organizations
- suppliers
- shareholders
- customers

Select

An organization's marketing department relates to many people, groups, and forces.

Bloom's: Understand  
Difficulty: Medium

Multiple Choice Question

Reference: 01-181

Learning Objective: 01-02 Understand the breadth and depth of marketing.

184. In Figure 1-1, "D" represents a firm's relationship with

- other organizations
- suppliers
- shareholders
- customers

Select

An organization's marketing department relates to many people, groups, and forces.

Bloom's: Understand  
Difficulty: Medium

Multiple Choice Question

Reference: 01-181

Learning Objective: 01-02 Understand the breadth and depth of marketing.

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

*Explanation:*

Answers will vary

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

Bloom's: Apply  
Difficulty: Difficult

Essay Question Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.  
186. In addition to consumers, what other people, groups, and forces interact to affect marketing activities and results?

*Explanation:*  
Answers will vary

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

Select 

Bloom's: Understand  
Difficulty: Medium

Essay Question Learning Objective: 01-02 Understand the breadth and depth of marketing.  
187. At least four factors are required for marketing to occur. What are they?

*Explanation:*  
Answers will vary

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

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

Select 

Bloom's: Remember  
Difficulty: Medium

Essay Question Learning Objective: 01-01 Define marketing and identify the requirements for successful marketing to occur.  
188. How do you define needs and wants?

*Explanation:*  
Answers will vary

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


Select 

Bloom's: Remember  
Difficulty: Medium

Essay Question Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.  
189. Describe three different target markets, for three different products or services you, your friends, or family have recently purchased or used.


*Explanation:*  
Answers will vary

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

Select 

Bloom's: Apply  
Difficulty: Difficult

Essay Question Learning Objective: 01-03 Explain how marketing discovers and satisfies consumer needs and wants.  
190. Imagine you have the sole marketing rights to a new herbal shampoo that stops hair loss and actually causes new hair growth. You plan to sell your product on an Internet site, which you will advertise on late night television. You are also hoping to obtain free publicity in men's fashion magazines. You are planning on selling a 16-ounce bottle for \$24.99 plus

Select 

\$7.99 shipping and handling. (A) Using the information provided, identify each element of your marketing mix. (B) Identify the target market for your shampoo. (C) How can you use relationship management to increase sales?

*Explanation:*

Answers will vary

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

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

(C) Since you are selling on the Internet, you could use relationship marketing by sending monthly e-mail information concerning information about issues of interest to your target market. You could also offer a free 11<sup>th</sup> bottle of shampoo after a consumer buys 10 bottles over a period of time. Students, of course, may come up with other equally viable ideas.

Bloom's: Apply  
Difficulty: Difficult


Essay Question

Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

191. What is the marketing concept?

*Explanation:*

Answers will vary

Select 

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

Bloom's: Remember  
Difficulty: Easy

Essay Question

Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

192. In November and December, kiosk stores appear in many malls. Typically the kiosks sell gift boxes of cheese, jewelry, and other items people think are appropriate seasonal gifts. In January these kiosk retailers vanish. Is it possible for such a kiosk retailer to use customer relationship management? Explain your answer.

*Explanation:*

Answers will vary

Select 

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

Bloom's: Apply  
Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Essay Question

193. What is the difference between micromarketing and macromarketing?

*Explanation:*

Answers will vary

Select 

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

Bloom's: Understand  
Difficulty: Medium

Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

Essay Question

194. Briefly describe an ultimate consumer versus an organizational buyer dinner bought from a caterer.

*Explanation:*

Answers will vary

Select 

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

Bloom's: Apply  
Difficulty: Medium

Essay Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

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

*Explanation:*

Answers will vary

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

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

Select 

Bloom's: Understand  
Difficulty: Medium

Essay Question


Learning Objective: 01-02 Understand the breadth and depth of marketing.

196. Who benefits from marketing in our society, and how?

*Explanation:*

Answers will vary

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

Select 

Bloom's: Understand  
Difficulty: Medium

Essay Question

Learning Objective: 01-02 Understand the breadth and depth of marketing.

197. List and describe marketing's controllable marketing mix factors.

*Explanation:*

Answers will vary

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

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

Select 

Bloom's: Remember  
Difficulty: Easy

Essay Question


Learning Objective: 01-04 Distinguish between marketing mix elements and environmental forces.

198. Do you think marketing is a good or a bad influence on our society? Explain your position as specifically as you can.

*Explanation:*

Answers will vary

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

Select 

Essay Question

Bloom's: Understand  
Difficulty: Difficult



Learning Objective: 01-08 Understand the meaning of ethics and social responsibility and how they relate to the individual; organizations; and society.

199. Describe how a company would use the principles of interactive marketing to engage their consumers.

*Explanation:*

Answers will vary



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

Bloom's: Understand

Difficulty: Medium

Learning Objective: 01-05 Describe how a market orientation focuses on creating customer value; satisfaction; and customer relationships.

Essay Question