1. What is culture?

A. Entails easy-to-spot visible nuances that are particular to a country, such as dress, symbols, ceremonies, language, colors, and food preferences, and subtler aspects, which are trickier to identify.

B. The influence of the area within a country in which people live.

C. Information about the characteristics of human populations and segments, especially those used to identify consumer markets such as by age, gender, income, and education.

D. The shared meanings, beliefs, morals, values, and customs of a group of people. It is transmitted by words, literature, and institutions and is passed down from generation to generation and learned over time.

2. What does JIT stand for?

a) Just in Tech Delivery Systems

b) Just in Time Delivery Systems

c) John is Tired Delivery Systems

d) Just in Touch Delivery Systems

3. Which of the following phases of Integrated Conscious Marketing, involves the firm’s mission and vision statements?

a.) Controlling Phase

b.) Control Phase

c.) Planning Phase

d.) All of the Above

4. The Triple Bottom Line of Corporate Social Responsibility include all the following EXCEPT:

a.) Ethical Performance

b.) Economic Performance

c.) Social Performance

d.) Environmental Performance

5. Which of the following dimensions of marketing must marketers consider while developing market strategies?

a. Culture of the country

b. Culture of the community

c. Culture of the region within a country

d. A & b

e. A& c

6. Which of the following are included in the immediate environment?

A. Company

B. Corporate partners

C. Competition

D. All of the above

7.How has technology impacted marketing?

A. New products

B. New forms of communication

C. New retail channels

D. All of the above

8. The three components that make up the immediate marketing environment surrounding the customer are \_\_\_\_\_, \_\_\_\_\_\_, \_\_\_\_\_\_.

1. Product, Place, Price
2. Economic, Social, Political/Legal
3. Company, Competition, Corporate Partners
4. Culture, Demographics, Social

9. Which of the following companies would be a beneficial corporate partner to Ikea, the Swedish furniture giant, who is looking to cut costs by switching suppliers for its raw materials needed for production?

1. Rooms to Go
2. Oregon Logging Co.
3. Coca-Cola
4. Yellow Roadway Inc. Frieght

10. What kind of marketing involves a strategic effort by firms to supply customers with environmentally friendly, sustainable merchandise and services?

a) green marketing

b) geomarketing

c) ethical marketing

d) local marketing

11.What are the macroenvironmental factors?

a) culture, demographics, ethnicity, income, technological advances

b) social trends, economic situation, gender, education, health

c) political environment, culture, social trends, income, demographics, gender

d) culture, demographics, social trends, technological advances, economic situation, political environment

12. Which of the following is a health effect from the rapidly increasing child and teen obesity rates?

a. High blood pressure

b. High cholesterol

c. Type 2 diabetes

d. All of the above

13.Which of the following laws requires manufacturers to state the contents of the package, who made it, and the amounts contained within?

a. Federal Food and Drug Act

b. Fair Packaging and Labeling Act

c. Consumer Product Safety Act

d. Nutrition Labeling and Education Act

14. What is the information about the characteristics of human populations and segments, especially those used to identify consumer markets such as by age, gender, income, and education?

1. Demographics
2. Culture
3. Economic Situation
4. Inflation

15. True or False:  Members of the Generation Z (Gen Z) are also known as Millennials.

1. True
2. False

16. Which of the following is NOT a key factor in Marketing Social Trends?

A. Health and Wellness Concerns

B. Greener Consumers

C. Gender

D. Privacy Concerns

17. What are two dimensions of culture that marketers must take into account as they develop their marketing strategies?

A. Culture of the country and that of a region within a country

B. Religion of the country and age of the country’s residents

C. Culture of the world and that of a region within the world

D. Income of the country and race of the country

18. Why should marketer’s monitor the general economic situation at home and abroad?

A. To remain up to date on all the latest news

B. To find the best deals to purchase

C. Because it affects the way consumers buy merchandise and spend money

D. Because corporations require all marketers to do so

19. Which of the following describes generational cohort?

a) A group of people in the same generation

b) A group of people who all work in a organization

c) People who study children

d) People who dislike generation X

20. After WWII, the birthrate in the US rose sharply, resulting in a group known as \_\_\_\_\_.

a) Millennials

b) Generation X

c) Baby Boomers

d) Generation Z

1. D
2. B
3. C
4. B
5. E
6. D
7. D
8. C
9. B
10. A
11. D
12. D
13. B
14. A
15. B
16. C
17. A
18. C
19. A
20. C