**MKT 3350- 002**

**Group 4- Chapter 5 Quiz**

1. Successful marketing firms focus on:

A. Satisfying customer needs that match their core competencies

B. The firms’ external environment

C. Their microenvironment

D. Their competitors rather than their consumers

2.What affects the consumers’ immediate environment?

A. The company’s capabilities, consumers, and corporate partners

B. The company’s capabilities, consumers, and demographics

C. The company’s capabilities, competitors, and corporate partners

D. The company’s capabilities, competitors, and the microenvironment

3. What are the six micro-environmental factors?

A. Consumers, demographics, social trends, technological advances, economic situations, and political environment

B. Culture, demographics, social trends, technological advances, economic situation, and political environment

C. Competitors, demographics, social trends, technological advances, economic situation, and political environment

D. Company, demographics, social trends, technological advances, economic situation, and political environment

4. Which of the following is **not** a factor that affect consumers’ immediate environment?

A. Competitors

B. Corporate Partners

C. Advanced Technology

D. Company’s capabilities

5. Exploiting consumers by disingenuously marketing products or services as environmentally friendly, with the goal of gaining public approval and sales is known as?

A. Green marketing

B. Green washing

C. Eco-friendly marketing

D. Green Advertisement

6. Millennials is also known as?

A. Generation Y

B. Generation X

C. Generation Z

D. None of the above

7. We broadly define \_\_\_\_\_\_\_\_\_\_ as the shared meanings of belief, morals, values and customs of a group of people.

1. Culture
2. Race
3. Moral
4. Ethics

8. \_\_\_\_\_\_\_\_\_\_\_ Involves a strategic effort by firms to supply customers with environmental friendly, sustainable merchandise and services.

1. Perfect marketing
2. Non-Perfect marketing
3. Green Marketing
4. Black Marketing
5. RFID or Radio Frequency Identification Device is a technology that allows companies to track items along the supply chain to determine how much is at each point so they can work with suppliers to meet demands. From which points does RFID allow firms to track items?
   1. Retail to final consumer
   2. Distribution center to retail store
   3. Manufactured to final consumer
   4. Manufactured to retail store
6. Political/regulatory environment is a term used to promote fair trade and competition, where organizations must understand and comply with any legislation regarding fair competition, consumer protection, or industry-specific regulation. What organization does political/regulatory environment comprise?
   1. Political parties and government organizations
   2. Government organizations and legislations
   3. Political parties, government organizations, and legislations
   4. Political parties, government organizations, legislations, and laws
7. The consumer is the \_\_\_\_\_\_\_ of all marketing efforts.
   1. The Outside
   2. The Left-Side
   3. The Center
   4. The Right-Side
8. How should a marketing firm consider the entire business process
   1. From the sellers point of view
   2. From the consumers point of view
   3. The macro environment
   4. Trends
9. Few firms operate in \_\_\_\_\_\_\_.
   1. Small groups
   2. Large groups
   3. Partnerships
   4. Isolation

14. The region in which people live in a particular country has its own

A. Region culture

B. Cults

C. Isolation

D. Conversion rate

15. How much population growth in the next 20 years is expected to come from African American, Hispanic, and Asian communities.

A. 50%

B. 80%

C. 45%

D. 30%

16. Which of these components is NOT a component of immediate environment?

* 1. Company's capabilities
  2. Competitors
  3. Consumers
  4. Corporate partners

17. Which one of these is NOT used to identify consumer markets?

1. Culture
2. Economics
3. Company
4. Demographics

18. Culture is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ factor?

A. Macro-environmental

B. Economics

C. Consumers

D. Isolation

19. A group of people in the same generation- have similar purchase behaviors are called?

A. Generational Cohorts

B. Gen Z

C. Millennials

D. Gen X

20. After World War II, the birthdate in the United States rose sharply, resulting in a group known as the?

A. Gen X

B. Gen Y

C. Gen Z

D. Baby Boomers

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